

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER
 HQ051641340002000

PAGE 1 OF 35

2. CONTRACT NO. GS-07F-0589W
 3. AWARD/EFFECTIVE DATE 11-Jun-2014
 4. ORDER NUMBER HQ0516-14-F-0026-P00004
 5. SOLICITATION NUMBER
 6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL
 a. NAME
 b. TELEPHONE NUMBER (No Collect Calls)
 8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY
 HQ0516 DEFENSE MEDIA ACTIVITY
 KANDACE PERKINS
 ACQUISITION AND CONTRACTING - EAST
 6700 TAYLOR AVENUE
 FT MEADE MD 20755
 TEL: 301-222-6262
 FAX:
 CODE HQ0516
 10. THIS ACQUISITION IS
 UNRESTRICTED
 SET ASIDE: 100% FOR
 SB
 HUBZONE SB
 8(A)
 SVC-DISABLED VET-OWNED SB
 EMERGING SB
 SIZE STD. \$14M NAICS: 541830
 11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
 SEE SCHEDULE
 12. DISCOUNT TERMS
 Net 30 Days
 13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

 13b. RATING
 14. METHOD OF SOLICITATION
 RFQ IFB RFP

15. DELIVER TO
 CODE
SEE SCHEDULE
 16. ADMINISTERED BY
 CODE
SEE ITEM 9

17a. CONTRACTOR/OFFEROR
 REJ & ASSOCIATES, INC.
 ELLIOTT WILEY
 6 EAST HAMILTON ST.
 BALTIMORE MD 21202
 TEL. 410-332-4070
 CODE 4G3N9
 FACILITY CODE
 18a. PAYMENT WILL BE MADE BY
 HQ0648 DFAS IN VP DAI DMA
 8899 EAST 56TH STREET
 INDIANAPOLIS IN 46249-0002
 CODE HQ0648

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 SEE ADDENDUM


19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA
 See Schedule
 26. TOTAL AWARD AMOUNT (For Govt. Use Only)
\$3,869,029.78

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED
 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 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.

 29. AWARD OF CONTRACT: REFERENCE
 OFFER DATED 22-May-2014 . YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE

30a. SIGNATURE OF OFFEROR/CONTRACTOR
 31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)

 31c. DATE SIGNED
 11-Jun-2014

30b. NAME AND TITLE OF SIGNER
 (TYPE OR PRINT)
 30c. DATE SIGNED
 31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)
 Leila S. Miller / Contracting Officer
 TEL: 301-222-6031
 EMAIL: leila.s.miller.civ@mail.mil

**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
(CONTINUED)**

PAGE 2 OF 35

18. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

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
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32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
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38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
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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

Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0001		12	Months	\$157,134.60833	\$1,885,615.30

CREATIVE SERVICES
FFP
IN ACCORDANCE WITH THE ATTACHED PERFORMANCE WORK
STATEMENT.
FOB: Destination
PURCHASE REQUEST NUMBER: HQ051641340002000

NET AMT \$1,885,615.30

ACRN AA \$1,885,615.30
CIN: HQ0516413400020000001

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0002		1	Hours	\$25,000.00	\$25,000.00 NTE

TRAVEL
FFP
TRAVEL REIMBURSEMENT (NO FEE) IN ACCORDANCE WITH
PARAGRAPH 2.7 OF THE ATTACHED PERFORMANCE WORK
STATEMENT.
THIS CLIN WILL BE USED AND FUNDED BY THE GOV'T ON AS NEEDED
BASIS ONLY.
FOB: Destination
PURCHASE REQUEST NUMBER: HQ051641340002000

NET AMT \$25,000.00

ACRN AA \$25,000.00
CIN: 00000000000000000000000000000000

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0003		1	Each	\$4,230.72	\$4,230.72

TRANSITION
FFP
PHASE IN PERIOD IN ACCORDANCE WITH PARAGRAPH 7.2 OF THE
PWS.
FOB: Destination

NET AMT \$4,230.72

ACRN AA
CIN: 00000000000000000000000000000000
\$4,230.72

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
1001		12	Months	\$161,848.64666	\$1,942,183.76

EXERCISED
OPTION
CREATIVE SERVICES
FFP
IN ACCORDANCE WITH THE ATTACHED PERFORMANCE WORK
STATEMENT.
FOB: Destination

NET AMT \$1,942,183.76

ACRN AB
CIN: HQ0516511800010001001
\$1,942,183.76

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
1002		1	Lot	\$12,000.00	\$12,000.00 NTE

EXERCISED OPTION TRAVEL
FFP
TRAVEL REIMBURSEMENT (NO FEE) IN ACCORDANCE WITH PARAGRAPH 2.7 OF THE ATTACHED PERFORMANCE WORK STATEMENT.
THIS CLIN WILL BE USED AND FUNDED BY THE GOV'T ON AS NEEDED BASIS ONLY.
FOB: Destination

NET AMT \$12,000.00

ACRN AB \$12,000.00
CIN: HQ0516511800010001002

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
0001	Destination	Government	Destination	Government
0002	Destination	Government	Destination	Government
0003	N/A	Government	Destination	Government
1001	Destination	Government	Destination	Government
1002	Destination	Government	Destination	Government

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	UIC
0001	POP 01-JUL-2014 TO 30-JUN-2015	N/A	HQ0516 DEFENSE MEDIA ACTIVITY (b)(6) 6700 TAYLOR AVENUE FT MEADE MD 20755 (b)(6) FOB: Destination	HQ0516

0002	POP 01-JUL-2014 TO 30-JUN-2015	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0516
0003	POP 23-JUN-2014 TO 30-JUN-2014	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0516
1001	POP 01-JUL-2015 TO 30-JUN-2016	N/A	DEFENSE MEDIA ACTIVITY (b)(6) 6700 TAYLOR AVENUE FORT MEADE MD 20755 (b)(6) FOB: Destination	HQ0516
1002	POP 01-JUL-2015 TO 30-JUN-2016	N/A	(SAME AS PREVIOUS LOCATION) FOB: Destination	HQ0516

ACCOUNTING AND APPROPRIATION DATA

(b)(4)

AMOUNT: \$1,914,846.02
 CIN 00000000000000000000000000000000: \$19,230.72
 CIN HQ0516413400020000001: \$1,885,615.30

(b)(4)

AMOUNT: \$1,954,183.76
 CIN HQ0516511800010001001: \$1,942,183.76
 CIN HQ0516511800010001002: \$12,000.00

CLAUSES INCORPORATED BY REFERENCE

52.232-18	Availability Of Funds	APR 1984
252.204-7004 Alt A	System for Award Management Alternate A	FEB 2014
252.204-7006	Billing Instructions	OCT 2005
252.204-7007	Alternate A, Annual Representations and Certifications	MAY 2013
252.232-7003	Electronic Submission of Payment Requests and Receiving Reports	JUN 2012
252.232-7010	Levies on Contract Payments	DEC 2006
252.243-7001	Pricing Of Contract Modifications	DEC 1991

CLAUSES INCORPORATED BY FULL TEXT

52.217-8 OPTION TO EXTEND SERVICES (NOV 1999)

The Government may require continued performance of any services within the limits and at the rates specified in the contract. These rates may be adjusted only as a result of revisions to prevailing labor rates provided by the Secretary

of Labor. The option provision may be exercised more than once, but the total extension of performance hereunder shall not exceed 6 months. The Contracting Officer may exercise the option by written notice to the Contractor within 15 CALENDAR DAYS.

(End of clause)

52.217-9 OPTION TO EXTEND THE TERM OF THE CONTRACT (MAR 2000)

(a) The Government may extend the term of this contract by written notice to the Contractor within 15 CALENDAR DAYS before the contract expires provided that the Government gives the Contractor a preliminary written notice of its intent to extend at least 30 CALENDAR days before the contract expires. The preliminary notice does not commit the Government to an extension.

(b) If the Government exercises this option, the extended contract shall be considered to include this option clause.

(c) The total duration of this contract, including the exercise of any options under this clause, shall not exceed TWO YEARS.

(End of clause)

252.232-7006 WIDE AREA WORKFLOW PAYMENT INSTRUCTIONS (JAN 2013) (DEVIATION)

(a) *Definitions.* As used in this clause—

“Department of Defense Activity Address Code (DoDAAC)” is a six position code that uniquely identifies a unit, activity, or organization.

“Document type” means the type of payment request or receiving report available for creation in Wide Area WorkFlow (WAWF).

“Local processing office (LPO)” is the office responsible for payment certification when payment certification is done external to the entitlement system.

(b) *Electronic invoicing.* The WAWF system is the method to electronically process vendor payment requests and receiving reports, as authorized by DFARS [252.232-7003](#), Electronic Submission of Payment Requests and Receiving Reports

(c) *WAWF access.* To access WAWF, the Contractor shall—

(1) Have a designated electronic business point of contact in the Central Contractor Registration at <https://www.acquisition.gov>; and

(2) Be registered to use WAWF at <https://wawf.eb.mil/> following the step-by-step procedures for self-registration available at this web site

(d) *WAWF training.* The Contractor should follow the training instructions of the WAWF Web-Based Training Course and use the Practice Training Site before submitting payment requests through WAWF. Both can be accessed by selecting the “Web Based Training” link on the WAWF home page at <https://wawf.eb.mil/>

(e) *WAWF methods of document submission.* Document submissions may be via web entry, Electronic Data Interchange, File Transfer Protocol, or PayWeb.

(1) To access PayWeb, the vendor may go to the following site: <https://onronline.onr.navy.mil/payweb/>

(2) For instructions on PayWeb payment request submission, please contact the office identified below:

JOE VILLAZON

(Contracting Officer: Insert applicable ONR Regional Office information)

(f) **WAWF payment instructions.** The Contractor must use the following information when submitting payment requests and receiving reports in WAWF for this contract/order:

(1) **Document type.** The Contractor shall use the following document type(s).

COMBO

(Contracting Officer: Insert applicable document type(s). Note: If a "Combo" document type is identified but not supportable by the Contractor's business systems, an "Invoice" (stand-alone) and "Receiving Report" (stand-alone) document type may be used instead.)

(2) **Inspection/acceptance location.** The Contractor shall select the following inspection/acceptance location(s) in WAWF, as specified by the contracting officer.

GOVERNMENT

(Contracting Officer: Insert inspection and acceptance locations or "Not applicable.")

(3) **Document routing.** The Contractor shall use the information in the Routing Data Table below only to fill in applicable fields in WAWF when creating payment requests and receiving reports in the system.

Routing Data Table

<i>Field Name in WAWF</i>	<i>Data to be entered in WAWF</i>
Pay Official DoDAAC	HQ0648
Issue By DoDAAC	HQ0516
Admin DoDAAC	HQ0516
Inspect By DoDAAC	SEE SCHEDULE
Ship To Code	SEE SCHEDULE
Ship From Code	N/A
Mark For Code	N/A
Service Approver (DoDAAC)	HQ0516
Service Acceptor (DoDAAC)	HQ0516
Accept at Other DoDAAC	N/A
LPO DoDAAC	N/A

DCAA Auditor DoDAAC	N/A
Other DoDAAC(s)	N/A

(*Contracting Officer: Insert applicable DoDAAC information or "See schedule" if multiple ship to/acceptance locations apply, or "Not applicable.")

(4) *Payment request and supporting documentation.* The Contractor shall ensure a payment request includes appropriate contract line item and subline item descriptions of the work performed or supplies delivered, unit price/cost per unit, fee (if applicable), and all relevant back-up documentation, as defined in DFARS Appendix F, (e.g. timesheets) in support of each payment request.

(5) *WAWF email notifications.* The Contractor shall enter the e-mail address identified below in the "Send Additional Email Notifications" field of WAWF once a document is submitted in the system.

SEE BELOW

(Contracting Officer: Insert applicable email addresses or "Not applicable.")

(g) *WAWF point of contact.*

(1) The Contractor may obtain clarification regarding invoicing in WAWF from the following contracting activity's WAWF point of contact.

TECHNICAL POC: (b)(6)

ACCEPTOR: (b)(6)

CONTRACTING OFFICER – 301-22-6031 – leila.miller@dma.mil

CONTRACT SPECIALIST – (b)(6)

(Contracting Officer: Insert applicable information or "Not applicable.")

(3) For technical WAWF help, contact the WAWF helpdesk at 866-618-5988.

(End of clause)

PERFORMANCE WORK STATEMENT

Vision Statement

To obtain creative services, including website content management, Web development and graphic design, multimedia development, photo editing, writing, and content editing for Defense.gov and associated websites; and social media support including analysis, management and operations of official Defense Department-level accounts.

1 INTRODUCTION

The work to be performed under this services contract provides the Defense Media Activity (DMA) with the ability to perform critical elements of its mission, including content management; design and development of Defense.gov, the official Home Page of the Defense Department; and in the management of the Defense Department's official social media accounts. This contract will provide skilled services that will ensure the efficient, timely update of the website and social media accounts while maintaining the highest standards of quality.

1.1 Mission

DMA's Department of Defense (DOD) Production Directorate provides website content management, photo editing, DOD press operations news products postings, and graphic design and Web development support to the Office of the Assistant to the Secretary of Defense for Public Affairs, OATSD(PA), on Defense.gov, the official Home Page of the U.S. Defense Department. DMA Production's Social Media team provides management and support in the use of social media channels. The Social Media team is responsible for maintaining official Defense Department accounts for Facebook, Twitter, YouTube and other social media platforms, as well as producing and editing content for official Defense Department blogs. This is accomplished through a variety of activities within the spectrum of public affairs-related tasks, including the development of informational materials; the development of Web, print and broadcast products; research and analysis of new tools and technologies; and the development and delivery of informational briefings and presentations.

1.2 Background

Website content management, DOD press operations news products postings, graphic design and Web development, and social media services are essential to DMA's mission in support of OATSD(PA), the principal staff assistants and advisors to the Secretary and the Deputy Secretary of Defense, and the DOD news media relations office. In support of this mission, OATSD(PA) is responsible for the dissemination of timely DOD news and information activities to internal, national and international audiences. This contract will provide services that give DMA the ability to meet its mission requirements and maintain the highest standards of quality and timeliness.

1.3 Scope

Provide creative services support in the form of website content management and editing, graphic design, Web page development, multimedia development and social media support tasks. The Government will provide the equipment (computers, monitors, etc.) required to complete the mission of the contract. The Contractor shall provide personnel, tools, materials, supervision, and other items and non-personal services necessary to provide creative services support for: a) The DMA's DOD Production Directorate in support of Defense.gov; and b) The DMA's DOD Production Directorate Social Media team.

2 GENERAL REQUIREMENTS

The contractor shall provide creative services in support of Defense Media Activity located at Fort Meade, MD. All contractor' employees will be outfitted with Government-furnished equipment that will allow them to telework if they need to, as determined by the Government under both normal and special circumstances, such as Government office closures due to weather conditions or security concerns. Contractors may be required to physically work from Fort Meade, MD, while they are being trained or if they have to attend meetings. Work schedules will need to be flexible to accommodate news events affecting the Defense Department. Normal hours of coverage for the Defense.gov team are from 7:30 a.m. to 7:30 p.m. Normal coverage for the social media team is from 8 a.m. to 6 p.m. After hours and weekend work are sometimes required. The contractor team leaders for Defense.gov and social media will establish adequate work schedules to ensure the client's needs are met. These services do not involve classified materials or information, and no security clearance is required beyond the background check needed for access to the military installation and computer networks.

2.1 Non-Personal Services

The Government shall neither supervise contractor employees nor control the method by which the contractor performs the required tasks. Under no circumstances shall the Government assign tasks to, or prepare work schedules for, individual contractor employees. It shall be the responsibility of the contractor to manage its employees and to guard against any actions that are of the nature of personal services, or give the perception of personal services. If the contractor believes that any actions constitute, or are perceived to constitute personal services, it shall be the contractor's responsibility to notify the Procuring Contracting Officer (PCO) immediately.

2.2 Business Relations

The contractor shall successfully integrate and coordinate all activity needed to execute the requirement. The contractor shall manage the timeliness, completeness, and quality of problem identification. The contractor shall provide corrective action plans, proposal submittals, timely identification of issues, and effective management of subcontractors. The contractor shall seek to ensure customer satisfaction and professional and ethical behavior of all contractor personnel.

2.3 Contract Administration and Management

The following subsections specify requirements for contract, management, and personnel administration.

2.3.1 Contract Management

The contractor shall establish clear organizational lines of authority and responsibility to ensure effective management of the resources assigned to the requirement. The contractor must maintain

continuity between the support operations at Fort Meade, MD, and the contractor's corporate offices.

2.3.2 Contract Administration

The contractor shall establish processes and assign appropriate resources to effectively administer the requirement. The contractor shall respond to Government requests for contractual actions in a timely fashion. The contractor shall have a single point of contact between the Government and Contractor personnel assigned to support contracts or task orders. The contractor shall assign work effort and maintain proper and accurate time keeping records of personnel assigned to work on the requirement.

2.3.3 Personnel Administration

The contractor shall provide the following management and support as required. The contractor shall provide for employees during designated Government non-work days or other periods where Government offices are closed due to weather or security conditions. The contractor shall maintain the currency of their employees by providing initial and refresher training as required to meet the PWS requirements. The contractor shall make necessary travel arrangements for employees. The contractor shall ensure that its employees have the necessary Internet connectivity, phone and other infrastructures in place to work remotely when needed. The contractor shall provide administrative support to employees in a timely fashion (time keeping, leave processing, pay, emergency needs).

2.4 Subcontract Management

The contractor shall be responsible for any subcontract management necessary to integrate work performed on this requirement and shall be responsible and accountable for subcontractor performance on this requirement. The prime contractor shall manage work distribution to ensure there are no Organizational Conflict of Interest (OCI) considerations. Contractors may add subcontractors to their team after notification to the PCO or Contracting Officer Representative (COR). Cross teaming may or may not be permitted.

2.5 Contractor Personnel, Disciplines, and Specialties

The contractor shall accomplish the assigned work by employing and utilizing qualified personnel with appropriate combinations of education, training and experience. The contractor shall match personnel skills to the work or task with a minimum of under/over employment of resources. The contractor shall ensure the labor categories as defined in the Labor Classifications found in 6.2, labor rates, and man-hours utilized in the performance of each task (PWS line item) issued hereunder will be the minimum necessary to accomplish the task.

The Contractor shall provide the necessary resources and infrastructure to manage, perform, and administer the contract.

2.6 Location and Hours of Work

Accomplishment of the results contained in this PWS requires work at Fort Meade, MD, and at various contractor, subcontractor, and Government facilities (mainly in the continental United States). Normal workdays are Monday through Friday except US Federal Holidays. Employees typically work eight (8) hours per day, 40 hours per week. Normal hours of coverage for the Defense.gov team are from 7:30 a.m. to 7:30 p.m. Normal coverage for the social media team is from 8 a.m. to 6 p.m. After hours and weekend work are sometimes required. During special events such as senior DOD leader overseas travel, support may be required during evenings or weekends. The contractor must manage personnel schedules to ensure adequate coverage and not incur overtime. Contractors will be capable of telework and will be expected to perform services remotely in the event of government office closures.

2.7 Travel / Temporary Duty (TDY)

Travel to other government facilities or other contractor facilities may be required and will be specified in the PWS. All travel requirements (including plans, agenda, itinerary, or dates) shall be pre-approved by the government (subject to local policy procedures), and is on a strictly cost reimbursable basis (no fee). Costs for travel shall be billed in accordance with the regulatory implementation of Public Law 99-234 and FAR 31.205-46 Travel Costs (subject to local policy & procedures; may reference FAR).

3 PERFORMANCE REQUIREMENTS

3.1. Creative Services: Provide DMA creative services consisting of: website content management and editing, Web content development and graphic design, multimedia production, and public affairs program support services in the form of social media management and support: The contractor shall provide support to include managing content on, and creating content for, U.S. Department of Defense public websites and social media accounts; designing and creating multimedia presentations and graphics for websites, blogs, live briefings and other delivery methods; and providing public affairs program support.

3.1.1 Content Management Services: The contractor shall be responsible for helping manage content published on Defense.gov and other Defense Department websites using a Defense Department Web content management system (CMS) for DMA's DOD Production Directorate. Industry standards and operating procedures used for this work include the Associated Press (AP) Style Guide, the American Forces Press Service (AFPS) Style Guide, the Defense.gov News Content Team CMS User's Guide, and the DOD Press Operations News Products Postings User's Guide.

3.1.1.1 Determine proper placement of AFPS news articles, ranging in number from approximately 8 to 16 per day, on the Defense.gov Home Page, News Page and on Web special reports, working under established guidelines for determining the order based on importance.

3.1.1.2 Edit approximately 8 to 16 headlines for publication on Web site, ensuring the headlines contain correct spelling, punctuation, grammar and adherence to AP and AFPS style guides.

3.1.1.3 Ensure headlines fit properly within columns, ensuring that each line stretches across at least 75 percent of the allotted space and that no extra words spill over to create additional lines. Follow established guidelines found in the Defense.gov News Content Team CMS User's Guide.

3.1.1.4 Edit approximately 8 to 16 introductory paragraphs, referred to as "blurbs," on Defense.gov front page, ensuring correctness of spelling, grammar, punctuation and adherence to AP and AFPS style guides.

3.1.1.5 Edit blurbs to ensure they contain enough information about the article to allow readers to determine whether or not they are interested in reading more about the subject. Follow established guidelines found in the Defense.gov News Content Team CMS User's Guide.

3.1.1.6 Provide daily on-going quality control review of web content management services for the Defense.gov Home Page and News Page, ensuring the headlines, introductory paragraphs and overall article placement meet guidelines as required.

3.1.1.7 Provide daily Web content management services for the defense.gov Home Page and News Page, managing the placement of AFPS news and feature articles. Ensure article placement

conforms to guidelines as required, with not greater than a 5% error rate. This task combines items 3.1.1.1 through 3.1.1.6.

Deliverable Items (DI)

DI 001 Daily Report listing articles posted on Defense.gov Homepage and news page and any outstanding articles to be posted the following day. Report should note any changes requested by the Government including edits to headlines, placement order, or deletion of articles. Report also should include the error rate.

3.1.1.8 Use the Internet to research, select and publish approximately 10 to 15 photos for the Home Page and News Page for Defense.gov, based on quality criteria outlined in guidelines that include visual impact, timeliness, relevance of subject, technical quality standards such as sharp focus and proper exposure.

3.1.1.9 Create or edit approximately 2 to 4 photo essays per day using the Defense.gov CMS, with approximately 7 to 12 images per essay, ensuring that images meet quality standards as outlined by established guidelines.

3.1.1.10 Use Adobe Photoshop software to edit approximately 24 to 50 photographs per day, including both Defense.gov lead photo images and photo essays, cropping, correcting contrast, adjusting levels, extracting embedded caption information and using other tools to improve the images using established guidelines.

3.1.1.11 Edit approximately 24 to 50 photo captions per day, including both Defense.gov lead photo images and photo essays, ensuring they contain proper spelling, grammar and punctuation, and that they adhere to AP and AFPS style guidelines.

3.1.1.12 Provide a daily selection (3 to 5) of lead photos to Social Media operations to include on Defense Department social media platforms. Imagery for social media platforms is selected after considering the impact on the audience and the potential reach of a more 'artistic' image. Selection also takes into account operations that Government leaders want to highlight.

3.1.1.13 Provide daily Web content management services for the Defense.gov Home Page and News Page, managing the selection, editing, captioning and placement of lead photographs and photo essays. Ensure photo selection, captioning and placement conforms to guidelines as required, with not greater than a 5% error rate. This task combines items 3.1.1.8 through 3.1.1.12.

DI 002 Daily Report listing number of photos and associated photo essays posted on Defense.gov Home Page and News Page and any outstanding lead photos or photo essays to be posted the following day. Report should note any changes requested by the Government, including edits to photo captions, placement order, or deletion of photographs or photo essays. Report also should include the error rate.

3.1.1.14 Create "Week in Photos," a collection of the most visually compelling 7 to 12 images published in lead photos for the week. "Week in Photos" should represent each of the military services and highlight operational missions, military training events, humanitarian missions, homecomings and military life. "Week in Photos" is published each Friday evening.

DI 003 "Week in Photos" photo essay, published each Friday evening.

3.1.1.15 Create "Year in Photos," a Defense.gov Web special report that highlights the work of DOD and military service photographers in a variety of categories, including Afghanistan missions, Defense leaders, military training and operations, humanitarian missions, and military life. This compilation reflects the service and sacrifice made by men and women in uniform, and the families that support them. "Year in Photos" is published in mid-December.

DI 004 "Year in Photos" Defense.gov web special report, published mid-December.

3.1.1.16 Create approximately 5-6 "Blue Boxes" daily to feature content on the Defense.gov Home Page, following established guidelines. The "Blue Box" occupies the main section of Defense.gov and is used to promote the most important messages from the Defense Secretary and other DOD senior leaders. Determine the order within the "Blue Box" section based on importance as described in guidelines. Provide headlines, descriptive blurbs, image, cutline and links to related content, such as stories, speeches, videos and web special reports.

3.1.1.17 Provide daily on-going quality control review of "Blue Boxes" for the Defense.gov Homepage, ensuring the "Blue Box" order on the page, headlines, introductory paragraphs, images, cutline and links to related content meet guidelines as required.

3.1.1.18 Provide daily Web content management services for the "Blue Box" section of the Defense.gov Home Page, managing the selection of "Blue Box" content. Ensure headlines, introductory paragraphs, images, cutlines and related content links meet guidelines as required, with not greater than a 5% error rate. This task combines items 3.1.1.16 through 3.1.1.17.

DI 005 Daily Report listing number and title of "Blue Boxes" posted on Defense.gov Home Page and any outstanding "Blue Boxes" to be posted the following day. Report also should list deletions of "Blue Boxes." Report should note any changes requested by the Government, including any changes to the order of the "Blue Boxes," edits to headlines or introductory paragraphs, replacement photo requests, or edits to photo captions. Report should include an electronic screen capture of each new "Blue Box" created. Report should include the error rate.

3.1.1.19 Provide content management of approximately 5 Defense.gov Web special reports per month, managing content for the reports and ensuring that headlines, blurbs, captions and images all meet style and quality standards defined in the guidelines.

3.1.1.20 Gather content for approximately 5 Defense.gov Web special reports per month, collaborating with Web application developers, graphic designers, photo editors, AFPS writers and other organizations within DMA. Ensure all content (articles, photos, photo captions, graphic elements, videos, etc.) is suitable for inclusion based on subject matter and relevance.

3.1.1.21 Participate in approximately 5 Defense.gov Web special report development meetings per month to determine client needs, scope of project, deadlines, etc. Meetings include kick-off meetings and in-progress reviews, as needed. Provide agenda, ensure content and designs are ready for review.

3.1.1.22 Provide content management and associated support for the Defense.gov Web special report program, including arranging client kick-off meetings and publishing agendas, scheduling in-progress content and design reviews, and managing contractor progress for timelines and launch dates. Provide quality control reviews of content and design to ensure that headlines, blurbs, captions and images all meet style and quality standards defined in the guidelines and that content is suitable for inclusion based on subject matter and relevance, with not greater than a 5% error rate. This task combines items 3.1.1.19 through 3.1.1.21.

DI 006 Monthly Report listing number and title of Defense.gov Web special reports launched on the Defense.gov Home Page and any Web special reports scheduled to be launched the following month. Report should include an electronic screen capture of each new Web special report launched in the current month. Report should include government point of contact for each Web special report, content manager, Web designer, launch date, and date the report is scheduled to be removed from prominent location/rotation. Include metrics for each web special report such as number of visitors to the report, page views, etc. Also note any changes requested by the Government including any requests for a more prominent location, significant additions/deletions to the content, or changes in design. Report also should list any Web special reports that were moved into an 'inactive' status during the month, meaning that a content manager is not 'actively' searching for content to add to the special report. Report also notes the error rate, for each web special, and the monthly error total.

3.1.1.23 Provide daily DOD Press Operations News Products Postings support. Publish news releases, press advisories, contracts, transcripts, "Today in DoD," casualty notices and other Defense Press Operations news products, as needed, on Defense.gov using the content management system and the DOD Press Operations News Products Postings User's Guide. Contracts and Today in DOD will need to be published by a specified time daily. News releases will be published as soon as possible after being made available, at a rate of approximately 2-5 per day. Press advisories appear approximately 5-15 times per month and are posted within a specified timeframe. Transcripts average approximately 10-20 per month and are posted within a specified timeframe. Casualty notices average approximately 2-25 per month and are posted within a specified timeframe.

3.1.1.24 Provide daily on-going quality control review of DOD press operations news products postings, ensuring items are published by specified times and follow the required process.

3.1.1.25 Provide daily DOD Press Operations News Products Postings support and quality control review ensuring client requests are acknowledged and processed within the times specified in the guidelines, with not greater than a 5% error rate. This task combines items 3.1.1.23 through 3.1.1.24.

DI 007 Daily Press Operations listing of what was posted, including type of document and title, as well as any anticipated after-hours posting requirements for the day. Report should also list any significant issues with the content management system. Report notes the error rate.

DI 008 Monthly Press Operations comprehensive report listing number of each type of document posted for the month, with a separate listing of the number and type of document posted after normal duty hours (7:30 a.m. to 7:30 p.m.). Report also notes the error rate, including late postings, for each type of document, and the monthly error total.

3.1.1.26 Conduct daily quality control reviews of Defense.gov Home Page and News Page content, making sure that all required "Blue Boxes" and articles are posted following established guidelines. QC review includes grammar, spelling, punctuation and style guide review as well as review of content for relevance, purpose, accuracy, and proper placement on Defense.gov.

DI 009 Daily Report at 7:30 p.m. that summarizes the content management services provided, including numbers and titles of articles posted, numbers and names of photo essays posted, "Blue Box" postings and Defense.gov Web special reports launched or 'inactivated.' Report should also list any anticipated articles, photo essays, "Blue Box" postings and Defense.gov Web special report launches for the following day. Report should include any errors noted and corrected during the course of the day.

DI 0010 Monthly Report that summarizes content management services provided, including numbers and titles of articles posted for the month, numbers and names of photo essays posted for the month, "Blue Box" postings for the month and defense.gov Web special reports launched or 'inactivated' during the month. Report should also list anticipated "Blue Box" postings and defense.gov Web special report launches for the following month. Report should include any significant errors noted and corrected during the month and the error total for the month based on content category.

3.1.1.27 Execute the support functions required to provide the daily content management services and DOD Press Operations News Products postings for Defense.gov and associated Web sites. These support services include planning daily workload, attending meetings, publishing meeting agendas and meeting notes, replying to emails and sending follow-up emails regarding production requirements, responding to data calls, and compiling analytics reports.

3.1.2 Web Content Development and Graphic Design Services: The contractor shall also be responsible for designing and developing Web content and graphic designs to be published on Defense.gov and other DOD websites, as well as for briefings and display on electronic

billboards, in support of DMA's DOD Production Directorate. Industry standards and operating procedures used for this work include the AP Style Guide, the AFPS Style Guide, and the Defense.gov News Content Team CMS User's Guide.

3.1.2.1 Apply expert-level proficiency in industry-standard technologies and techniques, including HTML, XML, CSS, JavaScript, to create presentations suitable for use on Web and Social Media sites.

3.1.2.2 Apply expert-level proficiency in industry-standard software packages, including Adobe Photoshop, Illustrator, Premiere, Dreamweaver and InDesign, to create presentations suitable for use on websites, briefing slides, electronic billboards and occasional print products. Ensure designs meet guidelines as required, with not greater than a 5% error rate.

3.1.2.3 Improve and update design for 2 to 4 Defense.gov sub-sections per month, using HTML, CSS and JavaScript, to work toward ensuring visual consistency across the entire site.

3.1.2.4 Employ JavaScript and other applicable Web technologies to design, maintain and update apps, widgets and other solutions to deliver Defense.gov and AFPS content.

3.1.2.5 Ensure compliance of any new development on Defense.gov and associated websites with Section 508 of the Rehabilitation Act (29 U.S.C. '794 d), as amended by the Workforce Investment Act of 1998 (P.L. 105 - 220), which stipulates that a reasonable effort will be made to make government information on the Internet available to people who cannot normally access such information, e.g. people with visual handicaps.

3.1.2.6 Provide the design and development of Web content and graphic designs for publishing on Defense.gov and associated websites or social media sites. Web development and design will conform to industry standards and the Defense.gov News Content Team CMS User's Guide, as required, with not greater than a 5% error rate. This task combines items 3.1.2.1 through 3.1.2.5.

DI 011 Weekly Report listing numbers and types of Web content development and design created in tasks 3.1.2.1 through 3.1.2.5 for Defense.gov and associated websites or social media sites. Report also should list any Web content development and designs being created for the following week. Report should note any changes requested by the Government and the error rate.

3.1.2.7 Design and develop approximately 5 Defense.gov Web special reports each month, built on HTML, and create associated products including graphics for banner rotators and the Defense.gov special reports archive page. Update content as required based on guidelines.

3.1.2.8 Participate in approximately 5 Defense.gov Web special report development meetings per month to determine client needs, scope of project, deadlines, etc. Meetings include kick-off meetings and in-progress reviews as needed. Ensure special report designs are ready for review.

DI 012 Provide draft design for Web special reports, in-progress design review and final design according to schedule determined in client kick-off meeting. Provide a weekly report that lists design work accomplished for each Web special report, progress status and anticipated completion date. Report should note any design changes requested by the Government.

DI 013 Monthly Web content, design and development comprehensive report listing overall work accomplished for the month, including numbers and descriptions of presentations, Web special reports, apps, widgets, compliance reviews and section updates provided for Defense.gov and associated websites. Report also notes the error rate for each type of content development and design, and the monthly error total.

3.1.3 Social Media Management and Support Services/Public Affairs Program Support Services: The contractor shall also be responsible for helping manage content published on social media sites (Facebook, Twitter, Pinterest, YouTube, tumblr, etc.) in keeping with the digital strategy in support of DoD-level communications priorities. Industry standards and operating procedures used for this work include the AP Style Guide, DoD Social Media Strategic Policy, and DMA Social Media Style Guide.

3.1.3.1 Develop a social media strategy for all social media accounts managed by Social Media Operations to include Facebook posts, Tweets, blog posts, photos, shortened links and video content for YouTube. The account number and type is to be determined by the DoD needs and priorities. (Weekly requirement)

3.1.3.2 Develop analytics reports that focus on social media accounts managed by Social Media Operations. This task includes layout and design, editing, analysis of information, thorough research into statistics and subsequent communication efficacy and reach via social media. (Weekly requirement)

DI 014 Monthly analytical reports that summarize significant changes in membership/followers of each social media site as well as all general analytics to include: number of followers, significant posts, total reach, and comment analysis.

DI 015 Provide a comprehensive year-end analytical report detailing significant changes in membership/followers of each social media site as well as general analytics to include: number of followers, significant posts, total reach, and comment analysis.

3.1.3.3 Conduct the Bloggers Roundtable Program, including collaboration with outside agency, scheduling event, writing script, blog post and news story, moderation, audio recording and editing, embed of event audio onto website and subsequent distribution to interested outlets, management of bloggers' contact list and communication. (Approximately 2 per month)

3.1.3.4 Attend content management meetings with other DMA elements and leadership. Provide input from Social Media Operations, take notes and provide any feedback to Social Media Operations about possible content and current products. (Daily requirement)

3.1.3.5 Attend DoD events on behalf of Social Media Operations with the intent of providing full coverage of said event with still photography, subsequent blog post or news story and social media content (Facebook posts, Tweets and photos from the event). (Approximately 1 per week)

3.1.3.6 Draft and edit blog posts (photos, videos, written content or graphics) for the DoDLive blog daily. The posts must be edited (AP and Social Media Ops Style Guides), graphics/photos/video placed appropriately within post and scheduled accordingly in DoDLive Content Management System. (Approximately 2-3 per day)

DI 016 Provide one written blog, one video blog, and three or more video posts per day to the DoDLive Blog and DoD YouTube page.

3.1.3.7 Provide technically-skilled guidance and training to other employees on WordPress Content Management that educates others on the use of code necessary to adjust the appearance of "ads" and address any fixes or technical problems that arise. (Daily requirement)

3.1.3.8 Employ CS6 or better to create multimedia pieces, graphics and photos at or above industry standard in support of DoD communication priorities. (Daily requirement)

3.1.3.9 Conduct interviews with subject matter experts for original content production. This task includes the scheduling and communication necessary for set up, conducting the interview, recording and production of content (written story, photos and audio or video recording of event). (Approximately 2-3 interviews per week)

DI 017 Each interview conducted will produce at a minimum one blog post. The blog will be written, edited and approved for posting within one week of the date conducted. If the content is embargoed until a future date, the blog will be written, edited and reviewed for posting one day prior to the embargoed date.

3.1.3.10 Craft daily social media content timed for maximum audience engagement with shortened links to content, photos and text. (Approximately 8-10 posts daily)

DI 018 Provide a minimum of three posts per day, per site, posted at appropriate times determined by Social Media Operations leadership.

3.1.3.11 Assist in the development of digital strategy for organizations, communication topics and senior leaders to include layout and design, topical discussion of social media tools and tactics, current trends and research-based counsel on the use of social media outlets. (Daily requirement)

3.1.3.12 Management of DoDLive blog forward-facing appearance and functionality. This task requires knowledge of Word Press and the associated plug-ins. (Daily requirement)

3.1.3.13 Collaboration with Social Media Operations team to edit content, captions and metadata used on social media outlets. (Approximately 5-8 products per day)

3.3.1.14 Apply expert-level proficiency in industry-standard software packages, including Adobe Photoshop, Illustrator, Premiere, Dreamweaver and InDesign, to create presentations suitable for use on Web sites, briefing slides, electronic billboards and occasional print products. (5-7 posts daily)

3.1.3.15 Provide expert-level advice regarding Social Media Operations tools, techniques, and applicability to the DoD. This is an active role in brainstorming; serving as a subject matter expert on design and visual media, providing counsel and input on illustrating and executing concepts and tactics graphically. (Weekly requirement, at a minimum)

3.1.3.16 Provide broadcast copy for audio and video products for use on social media sites. (Approximately 2-5 video posts daily)

3.1.3.17 Voice broadcast copy for inclusion in podcast, other audio and video products produced for use on social media. (Approximately 2-5 video posts daily)

3.1.3.18 Identify emerging communications tools; evaluate and test them for Defense Department use and identify and overcome obstacles to implementation and adoption in support of Social Media Operations. (Approximately 1-2 per month)

3.1.3.19 Develop and initially execute tactics to employ new emerging media Social Media Operations tools to achieve Office of the Secretary of Defense-level public affairs goals and objectives in support of Social Media Operations. (Daily requirement)

3.1.3.20 Coordinate with the development of plans for key Defense Department issues for internal communication, including policies and initiatives to effectively increase internal audience awareness, understanding and participation in support of Social Media Operations. (Approximately 1 per month)

3.1.3.21 Identify communication opportunities as they arise, coordinating with other Defense Department and military service public affairs elements to ensure message consistency in support of Social Media Operations. (Approximately 1-2 per month)

3.1.3.22 Integrate social media tactics into comprehensive communications programs and plans that also include radio, television, photo and print tactics. (Approximately 12-24 per year)

3.1.3.23 Compile, develop and deliver briefings, presentations and other vehicles in support of Social Media Operations to share lessons learned and best practices from and between Defense Department components, the military services and other government agencies. (Approximately 1-2 per month)

3.1.3.24 Develop public affairs materials for Social Media Operations, including content for approximately 2 to 4 brochures per year; approximately 8 to 10 articles and/or blog posts per month for publication on Web sites; and 6 to 12 sets of talking points.

3.1.3.26 Create original, high-quality video/audio content for distribution via DMA's Web and social media properties for the Defense Department and Armed with Science blogs. Mastery of video/audio workflows, including pre-production, production and post-production is required (Approximately 2-5 video posts daily)

3.1.3.25 Re-purpose and edit existing video/audio content for use as new DoD products. (Approximately 2-5 video posts daily)

3.1.4 Multimedia Production Services: The contractor shall also be responsible for providing video production services and designing and developing multimedia presentations to be published on DOD Social Media platforms, Defense.gov and other DOD Web sites, as well as for briefings and display on electronic billboards. In addition, the contractor will provide media management and web quality control. This work is in support of DMA's DOD Production Directorate Social Media Operations department. Industry standards and operating procedures used for this work include the AP Style Guide, DoD Social Media Strategic Policy, and DMA Social Media Style Guide.

3.1.4.1 Provide video production services, media management and web quality control for the DMA Social Media Operations department. (Daily requirement)

3.1.4.2 Manage video distribution portals such as the Defense Video and Imagery Distribution Service (DVIDS) unit website and YouTube as the sole administrator in order to create a consistent look and feel to content presentation. Upload videos, input metadata, assign media to appropriate categories and playlists, moderate comments, delete prohibited posts and block users as required. (2-5 video posts per day)

3.1.4.3 Research and recommend videos for inclusion in social media productions. Assist in production efforts as needed. (2-5 video posts per day)

3.1.4.4 Create audio clips of breaking and other events for use in social media podcasts. (1-2 podcasts per month)

3.1.4.5 Provide technical expertise to develop workflows that bridge DMA video management systems, such as Avid Interplay and Agility, and Social Media Operations' production systems. (Daily requirement)

3.1.4.6 Disseminate links to videos as required to support internal and external agencies' efforts to promote DoD key messages and themes. (2-5 video posts per day)

3.1.4.7 Participate in regular discussions with other DMA elements to share lessons learned and promote best practices across the agency. (1-2 per month)

3.1.4.8 Contribute to analytics reports. Provide feedback on performance of videos and successes where applicable. (1 report per month, and additional final year report)

3.1.4.9 Increase efficiency and effectiveness of Social Media's mission. Research the latest technology in social media video distribution, and recommend players, platforms, and content management systems. (Monthly requirement)

3.1.4.10 Ingest and edit multimedia products in support of DoD key themes, including both audio, video, still photography and graphics, for use on social media. (Approximately 2 video posts daily)

4. PERFORMANCE REQUIREMENTS SUMMARY TABLE

Performance Objective	PWS Reference	Performance Threshold
Content Management Services	3.1.1	Ensure compliance with documented requirements and quality criteria as specified in the PWS and QASP upon delivery and government pass-fail review and approval.
Web Content Development / Graphic Design Services	3.1.2	Ensure compliance with documented requirements and quality criteria as specified in the PWS and QASP upon delivery and government pass-fail review and approval.
Social Media Management and Support Services / Public Affairs Program Support Services	3.1.3	Ensure compliance with documented requirements and quality criteria as specified in the PWS and QASP upon delivery and government pass-fail review and approval.
Multimedia Production Services	3.1.4	Ensure compliance with documented requirements and quality criteria as specified in the PWS and QASP upon delivery and government pass-fail review and approval.

4.1 Contractor Performance: Contractor performance under this PWS will be monitored and compared to the contract requirements and the Acceptable Quality Levels (AQLs) using the Government's Quality Assurance Surveillance Plan (QASP). The Government reserves the right to revise and re-draft the Quality Assurance Plan at any time during the life of the contract, if in the estimation of the Government, increased or decreased Quality Assurance surveillance is necessary. The Government will do spot checks and direct observation and reference in PWS on contractor performance.

The Contractor's performance of this contract will be objectively evaluated by the Government based upon the overall performance in meeting the specifications set forth in this contract including any amendments or changes hereto. The Contractor's management efforts accomplished under this contract will directly affect the policies, procedures, and general tones for the operation of the contract.

4.2 Performance Measurements: The performance measurements under this contract shall be based on timeliness and quality of the work and deliverables provided by the Contractor under this contract.

Measurements can be accomplished by statistical random sampling, 100 percent inspection, periodic surveillance, and customer feedback. This will focus on the quality, quantity, and timeliness of the performance outputs to be delivered by the contractor – not on the steps required or procedures used to provide the service.

4.3 Below are the Performance Ratings that will be used in evaluating performance.

Performance Rating	Criteria
Excellent / Outstanding	Performance meets contractual requirements; requirements were exceeded in many areas resulting in an increase in the effectiveness and/or efficiency gained by the government. The contractual performance of the element or sub-element being assessed was accomplished with no problems and the Contractor's actions were highly effective.
Very Good	Performance meets contractual requirements; requirements were exceeded in a few areas resulting in some effectiveness and/or efficiency gained by the government. The contractual performance was accomplished with few minor problems for which corrective actions taken by the Contractor were effective.
Good	Performance meets contractual requirements. The contractual performance contains some minor problems for which corrective actions taken by the Contractor were satisfactory.
Marginal	Performance does not meet some contractual requirements. The contractual performance reflects a serious problem resulting in a negative impact on the government's mission. The Contractor's proposed corrective actions appear marginally effective or have not yet been fully implemented.
Unsatisfactory	Performance does not meet most contractual requirements and recovery is not likely achievable in a timely manner. The contractual performance contains serious problem(s) resulting in a negative impact on the government's mission. The Contractor's corrective actions appear or were ineffective.

4.5 Government Remedies: The contracting officer shall follow the requirements of FAR 52.212-4, Contract Terms and Conditions – Commercial Items (MAR 2009), for contractor's failure to correct non-conforming services.

5. DELIVERABLES TABLE

Deliverable Item (DI) Number	DI Title	Due	PWS Section
DI 001	Daily Articles Postings	Daily by 7:30 p.m.	3.1.1
DI 002	Daily Photos Postings	Daily by 7:30 p.m.	3.1.1
DI 003	Week In Photos	Weekly on Friday evenings by 7 p.m.	3.1.1
DI 004	Year In Photos	Yearly, mid-December	3.1.1
DI 005	Daily Blue Box Postings	Daily by 7:30 p.m.	3.1.1
DI 006	Monthly Defense.gov Web Special Report Wrap-Up	NLT 3d Business day after the EOM	3.1.1
DI 007	Daily Press Operations News Postings	Daily by 7:30 p.m.	3.1.1
DI 008	Monthly Press Operations News Postings Wrap-Up	NLT 3d Business day after the EOM	3.1.1
DI 009	Content Management Services Summary Report – can combine DI 001,002,005	Daily by 7:30 p.m.	3.1.1
DI 010	Monthly Content Management Services Wrap-Up	NLT 3d Business day after the EOM	3.1.1
DI 011	Web Content Development and Design report	Weekly on Fridays	3.1.2
DI 012	Defense.gov Web Special Report designs	Monthly as determined by client schedule	3.1.2
DI 013	Web Content Development and Design Monthly Wrap-Up	NLT 3d Business day after the EOM	3.1.2
DI 014	Monthly Social Media Analytical report	NLT 3d Business day after the EOM	3.1.3
DI 015	Yearly Social Media Analytical report	NLT 3d Business day after EOY	3.1.3
DI 016	Written blog, video blog and minimum of 3 video posts for DODLive blog and DOD You Tube page	Daily	3.1.3
DI 017	Blog post based on interview	NLT 5 th Business day after the interview is conducted	3.1.3
DI 018	Minimum of 3 posts on each DOD social media platform	Daily as determined by client schedule	3.1.3

6. CONTRACTOR PERSONNEL

The contractor shall provide the necessary skilled personnel to meet or exceed, to commercial and Government standards, the requirements in accordance with the terms of this contract. The contractor shall submit for review and approval by the Contracting Officer's Representative

(COR), the resumes for the personnel who are to be employed as team leaders during this contract period.

6.1 Team Leaders

6.1.1 The contractor shall designate two team leaders from among contractor personnel who shall be responsible for the performance of the work, with one team leader for the Defense.gov team and one team leader for the social media operations team. The proposed team leaders shall have management and leadership experience in addition to technical qualifications. The team leaders will contribute to the overall management of this contract, including coordination with Government staff, setting schedules, supervising employees and assuring quality of work performed.

6.1.2 The name of these team leaders, and an alternate or alternates for each team, who shall act for the contractor when the team leader is absent, shall be designated in writing to the contracting officer. The team leaders or alternate shall have full authority to act for the contractor on all contract matters relating to daily operation of this contract.

6.1.3 The team leaders or alternates shall be available during normal duty hours within one hour to meet in the assigned workplace with Government personnel (COR or COTR designated by the contracting officer) to discuss problem areas. After normal duty hours, the team leaders or alternates shall be available to discuss problems within 2 hours.

6.2 Labor Classifications: The following labor classifications are provided to assist the offeror in determining labor costs associated with requirements of this PWS, but these classifications should NOT be construed as directive or all inclusive:

Content Manager/Editor I

Minimum/General Experience:

Three years of editorial experience in a news environment or in content management in news-driven Web sites. Knowledge of sound journalism principles and Associated Press style. Some knowledge of Defense Department issues. Experience editing or writing news and feature articles for Web sites or in print publications. Experience covering a variety of activities and programs. Experience editing submitted articles, photo captions, newsletters, Web site copy and other publications as needed.

Functional Responsibility:

Individuals in this category are able to work with minimal oversight. May have some Defense Department experience, but not required.

**Minimum Education:
 (Preferred)**

Qualifications at this level include a Bachelor's degree in English, Journalism, Writing or related discipline, and one year of experience, or an Associate's degree and two additional years of experience.

Content Manager/Editor II

<p>Minimum/General Experience:</p>	<p>Five years of editorial experience in a news environment or in content management in news-driven Web sites. Knowledge of sound journalism principles and Associated Press style. Knowledge of Defense Department issues. Experience editing news and feature articles. Experience producing articles that are published on web sites or in periodicals. Experience covering a variety of activities and programs. Experience editing submitted articles, photo captions, newsletters, Web site copy and other publications as needed.</p>
<p>Functional Responsibility:</p>	<p>Individuals in this category are able to work with no oversight. May have some Defense Experience but not required.</p>
<p>Minimum Education: (Preferred)</p>	<p>Qualifications at this level include a Bachelor's degree in English, Journalism, Writing or related discipline, and three years of experience, or an Associate's degree and four additional years of experience.</p>

Content Manager/Editor III

<p>Minimum/General Experience:</p>	<p>Seven years of editorial experience in a news environment or in content management in news-driven Web sites. Extremely Knowledgeable of Defense Department issues. Substantial experience writing news and feature articles. Considerable experience producing articles that are published on web sites or in periodicals. Experience covering a variety of activities and programs. Experience editing submitted articles, photo captions, newsletters, Web site copy and other publications as needed.</p>
<p>Functional Responsibility:</p>	<p>Individuals in this category are able to work with no oversight. May have some Defense</p>

<p>Minimum Education: (Preferred)</p>	<p>Experience but not required. Qualifications at this level include a Bachelor's degree in English, Journalism, Writing or related discipline, and five years of experience, or an Associate's degree and six additional years of experience.</p>
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**Application Developer / Graphic Artist,
Web Designer I**

<p>Minimum/General Experience:</p>	<p>At least three years of experience in Web design or development. Have proficiency with Photoshop Creative Suite 6, flash, HTML, DHTML, XML, CSS, RSS feeds and JavaScript. Proficient with a variety of professional software packages such as Flash, Dreamweaver, Fireworks, Photoshop, and Illustrator. Knowledgeable of Section 508 compliance and Web browser optimization are also highly desirable. Possess dynamic design skills combined with an understanding of the latest in cutting-edge multimedia technologies in support of Public Domain Web sites. Develop creative solutions for a wide range of projects across a broad range of media including web, print and interactive and social media.</p>
<p>Functional Responsibility:</p>	<p>Individuals in this category will work with minimal supervision and be able to bring a wide array of design and technical skills.</p>
<p>Minimum Education: (Preferred)</p>	<p>Qualifications at this level include a Bachelor's degree in Multimedia Production, Graphic Design, Applied Art, or related discipline, and one year experience, or an Associate's degree and two additional years of experience.</p>

Application Developer / Graphic Artist, Web Designer II

<p>Minimum/General Experience:</p>	<p>At least five years of experience in Web design or development. Have expert-level proficiency with Photoshop, flash, HTML, DHTML, XML, CSS, RSS feeds and JavaScript. Advanced proficiency with a variety of professional software packages such as Flash,</p>
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	<p>Dreamweaver, Fireworks, Photoshop, and Illustrator. Knowledgeable of Section 508 compliance and Web browser optimization are also highly desirable. Possess dynamic design skills combined with an understanding of the latest in cutting-edge multimedia technologies in support of Public Domain Web sites. Develop creative solutions for a wide range of projects across a broad range of media including web, print and interactive media.</p>
<p>Functional Responsibility:</p>	<p>Individuals in this category will work with no oversight and be able to bring a wide array of design and technical skills.</p>
<p>Minimum Education: (Preferred)</p>	<p>Qualifications at this level include a Bachelor's degree in Multimedia Production, Graphic Design, Applied Art, or related discipline, and three years of experience, or an Associate's degree and four additional years of experience.</p>

Application Developer / Multimedia Developer (Senior)

<p>Minimum/General Experience:</p>	<p>At least seven years of experience in Web design or development. Have expert-level proficiency with Photoshop, flash, HTML, DHTML, XML, CSS, RSS feeds and JavaScript. Advanced proficiency with a variety of professional software packages such as Flash and Creative Suite 6. Knowledgeable of Section 508 compliance and Web browser optimization are also highly desirable. Possess dynamic design skills combined with an understanding of the latest in cutting-edge multimedia technologies in support of Public Domain Web sites. Develop creative solutions for a wide range of projects across a broad range of media including web, print and interactive media.</p>
<p>Functional Responsibility:</p>	<p>Individuals in this will work with no supervision and be able to bring a wide array of design and technical skills and manage other Designers.</p>
<p>Minimum Education: (Preferred)</p>	<p>Qualifications at this level include a Bachelor's degree in Multimedia Production, Graphic Design, Applied Art or related discipline, and</p>

	five years' experience, or an Associate's degree and six additional years of experience.
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Public Affairs Program Specialist I

Minimum/General Experience:	Three years of experience in a public affairs environment. Knowledge of sound communications and mass media tactics and techniques. Understanding of social media sites such as Facebook, Twitter, tumblr, YouTube, Google+ or other emerging technology, blogging, podcasting and others. Understanding of Emerging Media types such as social networking, blogging, podcasting and others. Some knowledge of Defense Department issues. Experience developing briefings and other presentations. Experience writing news and feature articles for Web sites or in print publications.
Functional Responsibility:	Individuals in this category are able to work with minimal oversight. May have some Defense Department experience, but not required.
Minimum Education: (Preferred)	Qualifications at this level include a Bachelor's degree in Communications, Public Relations, Journalism or related discipline and one year experience; or an Associate's degree and two years of experience.

Public Affairs Program Specialist II

Minimum/General Experience:	Five years of experience in a public affairs environment. Knowledge of sound communications and mass media tactics and techniques. Understanding of social media sites such as Facebook, Twitter, tumblr, YouTube, Google+ or other emerging technology blogging, podcasting and others. Good knowledge of Defense Department issues. Experience developing briefings and other presentations. Experience writing news and feature articles for Web sites or in print publications. Experience shooting photos and video for use in multimedia products suited for
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	social media.
Functional Responsibility:	Individuals in this category are able to work with no oversight. May have some Defense Experience but not required.
Minimum Education: (Preferred)	Qualifications at this level include a Bachelor's degree in Communications, Public Relations, Journalism or related discipline, and three years of experience, or an Associate's degree and four additional years of experience.

Public Affairs Program Specialist III

Minimum/General Experience:	Seven years of experience in a public affairs environment. Thorough knowledge of sound communications and mass media tactics and techniques. Solid understanding of social media sites such as Facebook, Twitter, tumblr, YouTube, Google+ or other emerging technology, blogging, podcasting and others. Good knowledge of Defense Department issues. Experience developing briefings and other presentations. Substantial experience producing articles that are be published on web sites or in periodicals. Experience editing submitted articles, photo captions, newsletters, Web site copy and other publications as needed.
Functional Responsibility:	Individuals in this category are able to work with no oversight. May have some Defense Experience but not required.
Minimum Education: (Preferred)	Qualifications at this level include a Bachelor's degree in Communications, Public Relations, Journalism or related discipline, and five years of experience, or an Associate's degree and six additional years of experience.

Multimedia Production Specialist

Minimum/General Experience:	Five years of experience in a public affairs environment. Knowledge of sound communications and mass media tactics and techniques. Understanding of social media
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	<p>sites such as Facebook, Twitter, tumblr, YouTube, Google+ or other emerging technology blogging, podcasting and others. Good knowledge of Defense Department issues. Possess dynamic design skills combined with an understanding of the latest in cutting-edge multimedia technologies in support of social media sites. Experience shooting photos and video for use in multimedia products suited for social media. Experience editing videos for posting to social media sites.</p>
Functional Responsibility:	<p>Individuals in this category are able to work with no oversight. May have some Defense Experience but not required.</p>
Minimum Education: (Preferred)	<p>Qualifications at this level include a Bachelor's degree in Communications, Public Relations, Journalism or related discipline, and three years' experience, or an Associate's degree and four additional years of experience.</p>

6.3 Contractor Employees

6.3.1 The contractor shall not employ persons for work on this contract if such employee is considered by the contracting officer to be a potential threat to the health, safety, security, general well-being, or operational mission of the installation and its population.

6.3.2 Contractor personnel shall present a neat appearance and be easily recognized as contractor employees. Contractor employees whose workplace is a Government facility will be issued badges, which shall be visibly worn at all times while in the facility.

6.3.3 The contractor shall not employ any person who is an employee of the U.S. Government if employing that person would create a conflict of interest.

6.3.4 Training for Contractor Personnel. The contractor is responsible for ensuring that an adequately trained technical staff is available at all established times. Training for contractor personnel on new equipment or software purchased by the Government may be provided by the Government, as approved by the COR. However, this does not relieve the contractor from the responsibility of ensuring that an adequately trained technical staff is available at all times.

6.4 Manpower Estimates. It is the contractor's responsibility to ensure sufficient manpower is provided in meeting the requirements outlined in this statement of work. The manpower

estimates, based on historical data of past performance, are provided for planning purposes only. See attached Workload Estimate Spreadsheet.

7 SPECIAL REQUIREMENTS

This section describes the special requirements for this effort. The following sub-sections provide details of various considerations on this effort.

7.1 Security and Safety

7.1.1 Contractor personnel shall submit to and pass a security background check necessary to obtain a Defense Department Common Access Card and access to Defense Department computer networks in order to be employed under this contract. This is required in order to perform the duties under this contract. Contractor personnel shall follow local COMSEC procedures, satisfactorily complete annual Information Assurance training, and meet any other requirements the Government deems compulsory in order to gain access to information systems associated with the work performance.

7.1.2 Controlled Access: Contractor personnel may be issued controlled access cards, badges, keys, keycards, or other devices as determined by the COR. Contractor personnel shall follow local procedures and use controlled access cards or other devices to enter the facility for the sole purpose of performing tasks and projects required by the contract.

Contractors will not have access to classified material in the performance of this contract. All contractor personnel with access to unclassified information systems, including e-mail, shall have at a minimum a favorable National Agency Check (NAC).

7.1.3 The contractor shall comply with all federal, state, and local safety standards, practices, and ordinances, and shall comply with all safety requirements set forth elsewhere herein. The contractor shall report all on-the-job injuries of contractor personnel immediately to the Contracting Officer's Representative (COR).

7.2 Transition

The contractor shall follow the transition plan submitted as part of the proposal and keep the Government fully informed of status throughout the transition period. Throughout the phase-in/phase-out periods, it is essential that attention be given to minimize interruptions or delays to work in progress that would impact the mission. The contractor must plan for the transfer of work control, delineating the method for processing and assigning tasks during the phase-in/phase-out periods.

7.3 Government Furnished Materials

The Government will make available the materials, office space, communications capability and information for use by the contractor in the performance of this contract.

7.4 Environmental Requirements

Work will be performed in existing office space. No environmental requirements are necessary.

7.5 Applicable Directives

The contractor shall comply with all documents listed below as mandatory and referenced under paragraph 3.0, Performance Requirements.

<u>Document</u>	<u>Required or Info</u>	<u>PWS Ref:</u>
<u>Associated Press Style Guide</u>	R	<u>3.1.1, 3.1.2, 3.1.3, 3.1.4</u>
<u>American Forces Press Service style guide</u>	R	<u>3.1.1, 3.1.2</u>
<u>Defense.gov News Content Team CMS User's Guide</u>	R	<u>3.1.1, 3.1.2</u>
<u>DOD Press Ops News Products Postings User's Guide</u>	R	<u>3.1.1</u>
<u>DoD Social Media Strategic Policy</u>	R	<u>3.1.3, 3.1.4</u>
<u>DMA Social Media Style Guide</u>	R	<u>3.1.3, 3.1.4</u>

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT

1. CONTRACT ID CODE: 1 PAGE OF PAGES: 3

2. AMENDMENT/MODIFICATION NO: 100518

3. EFFECTIVE DATE: 20 Jun 2014

4. REQUISITION/PURCHASE REQ NO: 1005181340002000

5. PROJECT NO (if applicable):

6. ISSUED BY: HO0518 CODE: HO0518

7. ADMINISTERED BY (if other than item 6): CODE:

8. NAME AND ADDRESS OF CONTRACTOR (No. Street, County, State and Zip Code):
 HODGE DEFENSE MEDIA ACTIVITY
 ACQUISITION AND CONTRACTING - EAST
 8700 TAYLOR AVENUE
 FT MEADE MD 20755

9. NAME AND ADDRESS OF CONTRACTOR (No. Street, County, State and Zip Code):
 RED 3 ASSOCIATES, INC
 ELLIOTT WILEY
 8 EAST HANCOCK ST
 BALTIMORE MD 21202

9A. AMENDMENT OF SOLICITATION NO:

9B. DATED (SEE ITEM 11):

9C. MOD OF CONTRACT ORDER NO: HO0518-14-F-0026

9D. DATED (SEE ITEM 13): 11-Jun-2014

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

The above numbered solicitation is amended as set forth in item 11. The hour and date specified for receipt of offer is extended, is not extended.

Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods:
 (a) By completing items 8 and 15 and returning copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted.
 RECEIPT OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter. REJECTION OF YOUR OFFER. If by separate letter or telegram which includes a reference to the solicitation and amendment number. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPRIATION DATA (if required)
 See Schedule

13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS-ORDERS
 IT MODIFIES THE CONTRACT ORDER NO AS DESCRIBED IN ITEM 11.
 A. THIS CHANGE ORDER IS ISSUED PURSUANT TO (Specify authority, THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A
 B. THE ABOVE NUMBERED CONTRACT ORDER IS MODIFIED TO REFLECT THE ADMINISTRATION CHANGES (such as changes in payment office, appropriation date, etc.) SET FORTH IN ITEM 14. PURSUANT TO THE AUTHORITY OF FAR 43.104(B)
 C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF FAR 52.212-4(c) - CONTRACT TERMS AND CONDITIONS - COMMERCIAL ITEMS
 D. OTHER (Specify type of modification and authority)

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation-contract subject matter where feasible)
 Address: (Contract) Number: Kepthins 14333
 Modification is hereby issued to add transition period of 6 days as stated in paragraph 7.2 in PWS - SEE EMAIL IN FILE

15A. NAME AND TITLE OF SIGNER (Type or print): Elliot A. Wiley, President/CEO

15B. CONTRACT OFFEROR: Red 3 Associates, Inc

15C. DATE SIGNED: 6/19/2014

15D. SIGNATURE (Print name and position assigned to sign)

16A. NAME AND TITLE OF CONTACTING OFFICER (Type or print): Leah Miller or edna.mil

16B. UNITED STATES OF AMERICA

16C. DATE SIGNED: 21 Jun 2014

16D. SIGNATURE (Type or print): Leah Miller

17. IMPORTANT Comment is not is required to sign this document and return copies to the issuing office

EXCEPT AS PROVIDED HEREIN, ALL TERMS AND CONDITIONS OF THE DOCUMENT REFERENCED IN ITEM 9A OR 10A, AS HERETOFORE CHANGED, REMAINS UNCHANGED AND IN FULL FORCE AND EFFECT

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The total cost of this contract was increased by \$4,230.72 from \$1,885,615.30 to \$1,889,846.02.

SUPPLIES OR SERVICES AND PRICES

CLIN 0003 is added as follows:

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0003	TRANSITION FFP PHASE IN PERIOD IN ACCORDANCE WITH PARAGRAPH 7.2 OF THE PWS. FOB: Destination	1	Each	\$4,230.72	\$4,230.72
				NET AMT	\$4,230.72
	ACRN AA CIN: 00000000000000000000000000000000				\$4,230.72

ACCOUNTING AND APPROPRIATION

Summary for the Payment Office

As a result of this modification, the total funded amount for this document was increased by \$4,230.72 from \$1,885,615.30 to \$1,889,846.02.

CLIN 0003:
Funding on CLIN 0003 is initiated as follows:

ACRN: AA
CIN: 00000000000000000000000000000000

(b)(4)

Increase: \$4,230.72

Total: \$4,230.72

DELIVERIES AND PERFORMANCE

The following Delivery Schedule item has been added to CLIN 0003:

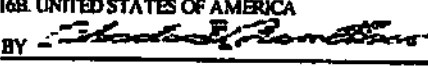
DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	UIC
POP 23-JUN-2014 TO 30-JUN-2014	N/A	HQ0516 DEEENSE MEDIA ACTIVITY (b)(6) 6700 TAYLOR AVENUE FT MEADE MD 20755 (b)(6) FOB: Destination	HQ0516

INSPECTION AND ACCEPTANCE

The following Acceptance/Inspection Schedule was added for CLIN 0003:

INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
N/A	Government	Destination	Government

(End of Summary of Changes)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT				1 CONTRACT ID CODE	PAGE OF PAGES
				J	1 3
2. AMENDMENT/MODIFICATION NO. P00002	3. EFFECTIVE DATE 09-Sep-2014	4. REQUISITION/PURCHASE REQ. NO. HQ051641340002000		5. PROJECT NO.(if applicable)	
6. ISSUED BY CODE HQ0516 DEFENSE MEDIA ACTIVITY KATHLEEN HOPKINS ACQUISITION AND PROCUREMENT 6700 TAYLOR AVENUE FORT MEADE MD 20755		7. ADMINISTERED BY (If other than item 6) CODE See Item 6			
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) R E J & ASSOCIATES, INC ELLIOTT WILEY 6 E HAMILTON ST BALTIMORE MD 21202-2232				9A. AMENDMENT OF SOLICITATION NO.	
				9B. DATED (SEE ITEM 11)	
				X 10A. MOD. OF CONTRACT/ORDER NO. HQ0516-14-F-0026	
				X 10B. DATED (SEE ITEM 13) 11-Jun-2014	
CODE 4G3NB	FACILITY CODE				
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS					
<input type="checkbox"/> The above numbered solicitation is amended as set forth in item 14. The hour and date specified for receipt of Offer <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended. Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods (a) By completing items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.					
12. ACCOUNTING AND APPROPRIATION DATA (If required) See Schedule					
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.					
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A					
B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).					
X C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF BILATERAL FAR 52.212-4c CONTRACT TERMS AND CONDITIONS					
D. OTHER (Specify type of modification and authority)					
E. IMPORTANT: Contractor <input type="checkbox"/> is not, <input checked="" type="checkbox"/> is required to sign this document and return <u>1</u> copies to the issuing office.					
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible) Modification Control Number khopkins14450 1. The Unit Price and Amount of CLIN 0002, Travel, is increased in the amount of \$25,000.00 from \$0.00 to \$25,000.00. 2. All other Terms and Conditions remain the same.					
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect					
15A. NAME AND TITLE OF SIGNER (Type or print)			16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print) CHARLES CRIVELLARO / CONTRACTING OFFICER TEL 301-222-6032 EMAIL charless.crivellaro.civ@mail.mil		
15B. CONTRACTOR/OFFEROR		15C. DATE SIGNED	16B. UNITED STATES OF AMERICA BY  (Signature of Contracting Officer)		16C. DATE SIGNED 09-Sep-2014
Signature of person authorized to sign					

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The total cost of this contract was increased by \$25,000.00 from \$1,889,846.02 to \$1,914,846.02.

SUPPLIES OR SERVICES AND PRICES

CLIN 0002

The pricing detail quantity has increased by 1.00 from 0.00 to 1.00.

The unit price amount has increased by \$25,000.00 from \$0.00 to \$25,000.00.

The total cost of this line item has increased by \$25,000.00 from \$0.00 to \$25,000.00.

ACCOUNTING AND APPROPRIATION

Summary for the Payment Office

As a result of this modification, the total funded amount for this document was increased by \$25,000.00 from \$1,889,846.02 to \$1,914,846.02.

CLIN 0002:

(b)(4)

The contract ACRN AA has been added.

The CIN 00000000000000000000000000000000 has been added.

DELIVERIES AND PERFORMANCE

The following Delivery Schedule item for CLIN 0002 has been changed from:

DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	UIC
POP 01-JUL-2014 TO 30-JUN-2015	N/A	HQ0516 DEFENSE MEDIA ACTIVITY (b)(6) 6700 TAYLOR AVENUE FT MEADE MD 20755 (b)(6) FOB: Destination	HQ0516

To:

DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	UIC
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POP 01-JUL-2014 TO
30-JUN-2015

N/A

HQ0516 DEFENSE MEDIA ACTIVITY

HQ0516


(b)(6)

6700 TAYLOR AVENUE
FT MEADE MD 20755

(b)(6)

FOB: Destination

(End of Summary of Changes)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. CONTRACT ID CODE J	PAGE OF PAGES 1 4
2. AMENDMENT/MODIFICATION NO. P00003	3. EFFECTIVE DATE 01-Jul-2015	4. REQUISITION/PURCHASE REQ. NO. HQ051641340002000		5. PROJECT NO (If applicable)
6. ISSUED BY HQ0516 DEFENSE MEDIA ACTMNTY VALERIE MCKINNEY ACQUISITION AND CONTRACTING 6700 TAYLOR AVENUE FORT MEADE MD 20755	CODE HQ0516	7. ADMINISTERED BY (If other than item 6) See Item 6		
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) R E J & ASSOCIATES, INC. ELLIOTT WILEY 8 E HAMILTON ST BALTIMORE MD 21202-2232			9A. AMENDMENT OF SOLICITATION NO.	
			9B. DATED (SEE ITEM 11)	
			X 10A. MOD. OF CONTRACT/ORDER NO. HQ0516-14-F-0026	
			X 10B. DATED (SEE ITEM 13) 11-Jun-2014	
CODE 4G3N9	FACILITY CODE			
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS				
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offer <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended.				
<p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods:</p> <p>(a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted, or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>				
12. ACCOUNTING AND APPROPRIATION DATA (If required) See Schedule				
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.				
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.				
B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).				
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:				
X D. OTHER (Specify type of modification and authority) Unilateral, FAR 52.217-9, Option to Extend the Term of the Contract				
E. IMPORTANT: Contractor <input checked="" type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.				
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: vmckin15248 The purpose of this modification is to exercise and fund Option Year 1 (CLINs 1001 and 1002) with an effective period of performance of 1 July 2015 - 30 June 2016. All other terms and conditions remain in full effect and unchanged. DAI HQ051653387				
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.				
15A. NAME AND TITLE OF SIGNER (Type or print)			16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print) LEILA S. MILLER / CONTRACTING OFFICER TEL. 301-222-8031 EMAIL: leila.s.miller.civ@mail.mil	
15B. CONTRACTOR/OFFEROR (Signature of person authorized to sign)		15C. DATE SIGNED	16B. UNITED STATES OF AMERICA BY  (Signature of Contracting Officer)	16C. DATE SIGNED 03-Jun-2015

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

SOLICITATION/CONTRACT FORM

The total cost of this contract was increased by \$1,954,183.76 from \$1,914,846.02 to \$3,869,029.78.

SUPPLIES OR SERVICES AND PRICES

CLIN 1001

The option status has changed from Option to Option Exercised.

CLIN 1002

The pricing detail quantity has increased by 1.00 from 0.00 to 1.00.
The unit price amount has increased by \$12,000.00 from \$0.00 to \$12,000.00.
The unit of issue has changed from Hours to Lot.
The option status has changed from Option to Option Exercised.
The total cost of this line item has increased by \$12,000.00 from \$0.00 to \$12,000.00.

ACCOUNTING AND APPROPRIATION

Summary for the Payment Office

As a result of this modification, the total funded amount for this document was increased by \$1,954,183.76 from \$1,914,846.02 to \$3,869,029.78.

CLIN 1001:

(b)(4)

(b)(4) was increased by \$1,942,183.76 from \$0.00 to \$1,942,183.76

The contract ACRN AB has been added.
The CIN HQ0516511800010001001 has been added.

CLIN 1002:

(b)(4)

(b)(4) was increased by \$12,000.00 from \$0.00 to \$12,000.00

The contract ACRN AB has been added.
The CIN HQ0516511800010001002 has been added.

DELIVERIES AND PERFORMANCE

The following Delivery Schedule item for CLIN 1001 has been changed from:

DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	UIC
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POP 01-JUL-2015 TO 30-JUN-2016 N/A HQ0516 DEFENSE MEDIA ACTIVITY HQ0516
(b)(6)
6700 TAYLOR AVENUE
FT MEADE MD 20755
(b)(6)
FOB: Destination

To:

DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	UIC
POP 01-JUL-2015 TO 30-JUN-2016	N/A	DEFENSE MEDIA ACTIVITY (b)(6) 6700 TAYLOR AVENUE FORT MEADE MD 20755 (b)(6) FOB: Destination	HQ0516

The following Delivery Schedule item for CLIN 1002 has been changed from:

DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	UIC
POP 01-JUL-2015 TO 30-JUN-2016	N/A	HQ0516 DEFENSE MEDIA ACTIVITY (b)(6) 6700 TAYLOR AVENUE FT MEADE MD 20755 (b)(6) FOB: Destination	HQ0516

To:

DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	UIC
POP 01-JUL-2015 TO 30-JUN-2016	N/A	DEFENSE MEDIA ACTIVITY (b)(6) 6700 TAYLOR AVENUE FORT MEADE MD 20755 (b)(6) FOB: Destination	HQ0516

INSPECTION AND ACCEPTANCE

The Technical Office for CLIN 1001 has been changed from:

HQ0516 DEFENSE MEDIA ACTIVITY

(b)(6)
6700 TAYLOR AVENUE
FT MEADE MD 20755

To:

DEFENSE MEDIA ACTIVITY

(b)(6)

**6700 TAYLOR AVENUE
FORT MEADE MD 20755**

The Technical Office for CLIN 1002 has been changed from:

HQ0516 DEFENSE MEDIA ACTIVITY

(b)(6)

**6700 TAYLOR AVENUE
FT MEADE MD 20755**


To:

DEFENSE MEDIA ACTIVITY

(b)(6)

**6700 TAYLOR AVENUE
FORT MEADE MD 20755**

(End of Summary of Changes)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT				1. CONTRACT ID CODE	PAGE OF PAGES	
				J	1	2
2. AMENDMENT/MODIFICATION NO. F00004	3. EFFECTIVE DATE 01-Jul-2015	4. REQUISITION/PURCHASE REQ NO. HQ051641340002000		5. PROJECT NO. (If applicable)		
6. ISSUED BY CODE HQ0516 HQ0516 DEFENSE MEDIA ACTIVITY KATHLEEN HOPKINS ACQUISITION AND PROCUREMENT 6700 TAYLOR AVENUE FORT MEADE MD 20755	7. ADMINISTERED BY (If other than item 6) CODE See Item 6					
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code) REJ & ASSOCIATES, INC. ELLIOTT WILEY 6 EAST HAMILTON ST. BALTIMORE MD 21202				9A. AMENDMENT OF SOLICITATION NO.		
				9B. DATED (SEE ITEM 11)		
				X 10A. MOD. OF CONTRACT/ORDER NO. HQ0516-14-F-0026		
CODE 4G3N9 FACILITY CODE				X 10B. DATED (SEE ITEM 13) 11-Jun-2014		
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS						
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offer <input type="checkbox"/> is extended. <input type="checkbox"/> is not extended.						
<p>Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods:</p> <p>(a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted, or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.</p>						
12. ACCOUNTING AND APPROPRIATION DATA (If required)						
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.						
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.						
B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B)						
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:						
X D. OTHER (Specify type of modification and authority) UNILATERAL, FAR Clause 52.222-43, Fair Labor Standards Act and Service Contract						
E. IMPORTANT: Contractor <input checked="" type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.						
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) Modification Control Number: khopkins15262 The purpose of this unilateral modification is to:						
1. The purpose of this admin modification is to incorporate the attached SCA area WD 2005-2248 (Rev 16), dated 22 Dec 2014, effective the annual anniversary date of the contract 1 Jul 2015.						
2. As a result of incorporating the new SCA wage determination, the contractor shall notify the Contracting Officer, within 30 days after receipt of this notification, of any decrease or increase claimed resulting from the incorporation of the new wage determination in accordance with the FAR Clause 52.222-43, Fair Labor Standards Act and Service Contract Act - Price Adjustment - (Multiple Year and Option Contracts).						
3. All other terms and conditions remain unchanged.						
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.						
15A. NAME AND TITLE OF SIGNER (Type or print)				16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)		
				LEILA S MILLER / CONTRACTING OFFICER		
				TEL 301-222-6031 EMAIL leila.s.miller.civ@mail.mil		
15B. CONTRACTOR/OFFEROR		15C. DATE SIGNED		16B. UNITED STATES OF AMERICA		16C. DATE SIGNED
(Signature of person authorized to sign)				BY 		08-Jun-2015
				(Signature of Contracting Officer)		