

<b>SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS</b> OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30				1. REQUISITION NUMBER SEE SCHEDULE		PAGE 1 OF 70	
2. CONTRACT NO GS00Q09BGD0026		3. AWARD/EFFECTIVE DATE 01-Aug-2009		4. ORDER NUMBER P00031		5. SOLICITATION NUMBER HQ0028-09-R-0029	
7. FOR SOLICITATION INFORMATION CALL:		a. NAME (b)(6)		b. TELEPHONE NUMBER (No Collect Calls) (b)(6)		8. OFFER DUE DATE/LOCAL TIME	
9. ISSUED BY HQ0028 DEFENSE MEDIA ACTIVITY CONTRACTING OFFICE 23755 Z STREET, POC: BERNICE HOMAN Q RIVERSIDE CA 92518-2031  (b)(6)		CODE HQ0028		10. THIS ACQUISITION IS <input checked="" type="checkbox"/> UNRESTRICTED <input type="checkbox"/> SET ASIDE: % FOR <input type="checkbox"/> SB <input type="checkbox"/> HUBZONE SB <input type="checkbox"/> 8(A) <input type="checkbox"/> SVC-DISABLED VET-OWNED SB <input type="checkbox"/> EMERGING SB SIZE STD: NAICS:		11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input checked="" type="checkbox"/> SEE SCHEDULE  <input checked="" type="checkbox"/> 13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) 13b. RATING DO-S1	
15. DELIVER TO  <b>SEE SCHEDULE</b>		CODE		16. ADMINISTERED BY  <b>SEE ITEM 9</b>		CODE	
17a. CONTRACTOR/OFFEROR DYNAMICS RESEARCH CORPORATION FARRAN NOWLEN BURRELL 3033 WILSON BLVD. SUITE 200 ARLINGTON VA 22201-3843 TEL. (703) 236-0920		CODE 1M957		18a. PAYMENT WILL BE MADE BY HQ0347 DFAS INDIANA POLIS ACTG DIV ATTN: DFAS IN IA DEPT 97 8899 EAST 56TH STREET INDIANAPOLIS IN 46249-1325		CODE HQ0347	
<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER		FACILITY CODE		<input type="checkbox"/> 18b. SUBMIT INVOICES TO A ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM			
19. ITEM NO.		20. SCHEDULE OF SUPPLIES/ SERVICES		21. QUANTITY		22. UNIT	
		<b>SEE SCHEDULE</b>				23. UNIT PRICE	
						24. AMOUNT	
25. ACCOUNTING AND APPROPRIATION DATA  <b>See Schedule</b>						26. TOTAL AWARD AMOUNT (For Govt Use Only)  (b)(4)	
<input type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 ARE ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED							
<input type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED							
28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN <u>0</u> COPIES <input type="checkbox"/> 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 RFP HQ0028-09-R-0029 <input checked="" type="checkbox"/> OFFER DATED 31-Jul-2009. 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)  (b)(6)		31c. DATE SIGNED  31-Jul-2009	
30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)		30c. DATE SIGNED		31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)  (b)(6)			

**ASSISTANT SECRETARY OF DEFENSE FOR PUBLIC AFFAIRS  
DEFENSE MEDIA ACTIVITY  
EPRODUCTS / AMERICAN FORCES PRESS SERVICE**

**CREATIVE SERVICES**

**PERFORMANCE WORK STATEMENT**

**Revised June 16, 2009**

**1. OBJECTIVE:** The objective of this contract is to acquire services in form of graphic design, multimedia development, photography, writing, content editing and other public affairs program support required in performing creative services support for the Defense Media Activity (DMA) Headquarters in Alexandria, Virginia.

**2. BACKGROUND:** The Assistant Secretary of Defense for Public Affairs is the principal staff assistant and advisor to the Secretary and the Deputy Secretary of Defense for Department of Defense (DoD) news media relations and public communications. In support of this mission, the Office of the Assistant Secretary of Defense for Public Affairs (OASD-PA) is responsible for the dissemination of timely DoD news and information activities to internal, national and international audiences.

2.1 The Defense Media Activity (DMA) has a mission to provide centrally managed programs for Command/Internal Information Activities of the Department of Defense (DoD) and advise and assist OASD-PA in the management and operation of the DoD Internal Information Program. Various media are used to implement the goals and objectives of the Internal Information Program by providing all echelons of command a means to communicate with the Department's internal audience. The DMA is a "virtual" organization operating with different components in different locations since October 2008. However, due to the implementation of the 2005 BRAC law and the merging requirements as specified by law, DMA is scheduled to be based primarily at Fort Meade, MD, by October 2011.

2.2 The eProducts directorate is responsible for the management and control of [www.DefenseLink.mil](http://www.DefenseLink.mil), the official DoD home page. The team develops and manages content and design on the site, delivering timely, accurate information about the Defense Department via the World Wide Web to various key audiences. This is accomplished through American Forces Press Service (AFPS) news articles, the creation of Web pages from feature articles received from the field, the creation of online photo essays, and of special multimedia projects.

2.3 The Emerging Media directorate is responsible for identifying and evaluating emerging communications tools and developing tactics and strategies for implementation in support of DoD-level public affairs goals and objectives. This is accomplished through a variety of activities within this 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.

2.4 The Office of Public Communication (OPC) manages and responds to requests, queries, and comments from the general public that come in through DoD's public Web site, postal mail, email and telephone, on behalf the Secretary of Defense and the Department of Defense. This is

accomplished through analysis to determine the requestor's information needs and research and coordination to provide the appropriate answer.

**3. SCOPE OF PERFORMANCE:** Provide creative services support in the form of content Web site content management and editing, graphic design, multimedia development and public affairs support tasks, including editing, writing, photography, research and response to query. The Contractor shall provide personnel, equipment, tools, materials, supervision, and other items and non-personal services necessary to provide creative services support for: a) The DMA's eProducts directorate in support of [www.DefenseLink.mil](http://www.DefenseLink.mil) and AFPS; b) The DMA's Emerging Media directorate; c) Other DMA entities, as needed, including the four military services (Army, Navy, Air Force, Marine Corps). The military services will not require support in the base period of performance, but as the DMA consolidates per the BRAC law, they may require support in the option years. They will have their own CLIN structure in those years.

#### **4. PERFORMANCE REQUIREMENTS**

4.1 DMA Web Site Content Management, Multimedia Graphic Design and Public Affairs Program Support Services: The contractor shall provide support to include managing content on, and creating content for, U.S. Department of Defense public Web sites; designing and creating multimedia presentations and graphics for Web sites, blogs, live briefings and other delivery methods; and providing public affairs program support.

4.1.1 Content Management Services: The contractor shall be responsible for helping manage content published on DefenseLINK.mil and other Defense Department Web sites using a Defense Department Web content management system (CMS) for the eProducts directorate.

4.1.1.1 Determine proper placement of American Forces Press Service news articles, ranging in number from approximately 12 to 24 per day, on the front page of DefenseLINK and on Web special reports, working under established guidelines for determining the order based on importance.

4.1.1.2 Edit approximately 12 to 24 headlines for publication on Web site, ensuring the headlines contain correct spelling, punctuation, grammar and adherence to Associated Press and American Forces Press Service style guides.

4.1.1.3 Ensure headlines fit properly within columns, not allowing too much empty space at the end of each line and not running too long and resulting in extra words on additional lines.

4.1.1.4 Edit approximately 12 to 24 introductory paragraphs, referred to as "blurbs," on DefenseLINK front page, ensuring correctness of spelling, grammar, punctuation and adherence to Associated Press and American Forces Press Service style guides.

4.1.1.5 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.

4.1.1.6 Use the Internet to research, select and publish approximately 10 to 15 DefenseLINK lead photographs each day for use on DefenseLINK based on quality criteria that include visual impact, timeliness, relevance of subject, technical quality standards such as sharp focus and proper exposure.

4.1.1.7 Create or edit approximately 1 to 2 photo essays per day using the DefenseLINK CMS,

with approximately 7 to 12 images per essay, ensuring that images meet quality standards as outlined by established guidelines.

4.1.1.7 Employ Adobe Photoshop software to edit approximately 12 to 25 photographs per day, including both DefenseLINK lead photo images and photo essays, cropping, correcting contrast, adjusting levels, extracting embedded caption information and using other tools to improve the images.

4.1.1.8 Edit approximately 12 to 25 photo captions per day, including both DefenseLINK lead photo images and photo essays, ensuring they contain proper spelling, grammar and punctuation, and that they adhere to Associated Press and American Forces Press Service style guidelines.

4.1.1.9 Collaborate with multimedia designers and writers in the development and management of 2 to 4. Web special reports per month, managing content for the reports and ensuring that headlines, blurbs, captions and images all meet style and quality standards.

4.1.1.10 Research and write approximately 5 to 10 original news and feature articles per week, as needed, for publication as part of Web special reports or by American Forces Press Service on DefenseLINK.

4.1.1.11 Edit approximately 12 to 24 news and feature articles for publication, as needed, as part of Web special reports or by American Forces Press Service on DefenseLINK.

4.1.2 Multimedia / Graphic Design and Development Services: The contractor shall be responsible for designing and developing multimedia presentations and Web pages to be published on DefenseLINK.mil and other U.S. Defense Department Web sites, as well as for briefings and display on electronic billboards, in support of the eProducts and Emerging Media directorates.

4.1.2.1 Apply expert-level proficiency in industry-standard technologies and techniques, including HTML, XML, CSS, Flash/Actionscript, JavaScript, to create presentations suitable for use on Web sites.

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

4.1.2.3 Design and develop approximately 2 to 4 DefenseLINK.mil Web special reports each month, built on HTML with Flash components, and create associated products including graphics for banner rotators and the DefenseLINK special reports archive page.

4.1.2.4 Produce 2 to 4 Flash animations per month to serve as part of Defenselink.mil Web special reports.

4.1.2.5 Employ video post-production techniques to edit and prepare approximately 1 to 2 digital videos per month as Flash files for streaming Web delivery as part of DefenseLINK.mil special reports.

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

- 4.1.2.7 Create 12 to 24 digital billboard signs advertising DefenseLINK Web specials and other items in Flash to be used in the Pentagon and other military locations.
- 4.1.2.8 Employ JavaScript and other applicable Web technologies to design, maintain and update widgets to deliver DefenseLINK and American Forces Press Service content.
- 4.1.2.9 Monitor and evaluate DefenseLINK Web pages to ensure compliance with Section 508 of the Workforce Rehabilitation Act, 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.
- 4.1.2.10 In support of the Emerging Media directorate, design and developing multimedia presentations, emerging media tools and technologies, Web pages and other related applications and content for potential use with Department of Defense-related Web sites, as well as for organizational briefings, displays, and other projects as assigned, in support of organizational new/social media endeavors.
- 4.1.2.11 Apply expert-level proficiency in industry-standard technologies and techniques, including HTML, XML, CSS, Flash/Actionscript, JavaScript, in support of Emerging Media directorate to design and develop creative presentations and social media applications suitable for use on Web sites and/or desktops.
- 4.1.2.12 Apply expert-level proficiency in industry-standard software packages, including Adobe Photoshop, Illustrator, Premiere, Dreamweaver and InDesign, in support of Emerging Media directorate in order to design and develop creative presentations, logos and branding graphics, suitable for use on Web sites, briefing slides, electronic billboards, print products, etc.
- 4.1.2.13 Design and develop approximately 2 to 4 Defense-related Web special reports annually, built on HTML with Flash components, and create associated products including graphics for banner rotators and related new/social media components. Unforeseen circumstances and/or events may require that additional Web specials be created, which will be considered on a case-by-case basis.
- 4.1.2.14 Design, develop, maintain and update 2 to 4 widgets, electronic advertising or other similar new/social media tools per month, using JavaScript, Flash animations, and other applicable Web technologies to serve as part of Defense-related emerging media communication efforts. Unforeseen circumstances and/or events may require additional widgets/social media tools be created, which will be considered on a case-by-case basis.
- 4.1.2.15 Design and develop 2 to 4 short, emailable gaming applications annually, to serve as part of Defense-related emerging media communication efforts. Unforeseen circumstances and/or events may require additional gaming applications be created, which will be considered on a case-by-case basis.
- 4.1.2.16 Employing industry-standard software, such as DreamWeaver or inDesign, design and lay out 1 to 2 Emerging Media newsletter-type publications per month, in both electronic and print format.
- 4.1.2.17 Employ video post-production techniques to edit and prepare approximately 10 to 20 digital videos per month as Flash files for streaming Web delivery as part of DoDvClips.mil and DoD-related commercial social media pages. Unforeseen circumstances and/or events may

require the editing and preparing of additional digital videos, which will be considered on a case-by-case basis.

4.1.2.18 Provide expert-level advice and technical support to improve and update emerging media applications for 2 to 4 Defense-related Web sites per month, using HTML, CSS and JavaScript, to work toward the use of emerging media tools and technologies across the entire DoD public affairs enterprise. Unforeseen circumstances and/or events may require additional Web sites to be reviewed, which will be considered on a case-by-case basis.

4.1.2.19 Provide expert-level advice on a weekly basis (at a minimum) TO THE DEFENSE MEDIA ACTIVITY regarding emerging media tools, techniques, and applicability to the Department of Defense. 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.

**4.1.3 Public Affairs Program Support: The contractor shall be responsible for providing public affairs program support including research, writing, editing, preparing presentations and helping to process queries from the public in support of the Emerging Media directorate and the Office of Public Communication.**

**4.1.3.1 The contractor shall conduct the daily sorting, assessment, prioritization, and assignment of the letters, phone calls, requests and queries received from the public in support of the Office of Public Communication. The Office of Public Communication operates Monday through Friday around the core hours of 0900-1500hrs. Contractors will have the flexibility to coordinate their work time around these core hours.**

**4.1.3.2 Employ custom software package to analyze approximately 300-400 incoming citizen queries submitted per week with the capability to handle surges of up to 1,500 queries per week through the Defense Department public Web site and email. They will also alert the government public affairs staff about those queries requiring urgent or immediate attention for which there are no existing standard replies in the Office of Public Communication database.**

**4.1.3.3 Perform the download and processing of approximately 75-150 digital voicemails each day, turning these voicemail messages into data files within two hours of receipt on duty days by entering the text of the voicemail into a software database so that these public phone queries can be answered by the government public affairs staff of the Office of Public Communication. Voicemail received during weekends or holidays must be processed during the first duty day back after the weekend or holiday. Each digital voicemail box will be accessed and processed at least two times each duty day and at least four times a day when call volume is determined to be heavy by the government public affairs staff.**

**4.1.3.4 Receive approximately 300 postal mail items each week from an administrative officer, convert these to digital form and then conduct the sorting, analysis, prioritization and assignment process within the Office of Public**

**Communication published standards. The contractors must be prepared to process up to 1,000 postal mail items during a week when there is an unusually high volume of mail or a surge in mail activity.**

4.1.3.5 Contractor must occasionally operate under surge conditions. During times of a surge in any and all media, the staff director will balance workload and adjust response time standards to accommodate the larger volume of queries. Contractors will coordinate work efforts in all media with the government public affairs staff to ensure coordinated prioritization of effort.

4.1.3.6 Respond within 14 days of receipt, to public web or email queries on a wide range of defense issues using approved responses provided by the federal civilian public affairs staff and determining which public queries they can respond to and which do not require response and may be filed without reply or action required. Contractors will coordinate with the public affairs staff for clarification and prioritizing of ambiguous issue or queries.

4.1.3.7 Process from receipt through mailing routine requests from the public to the Office of Public Communication that can be satisfied by using pre-approved materials and responses, to include routine requests for photographs of the Secretary of Defense and the Pentagon, requests for recognition for Boy Scouts and Girl Scouts, and other areas where responses are previously prepared and on file for use. These types of requests will be processed and mailed within 28 days of receipt.

4.1.3.8 Regularly post publicly releasable information to the Office of Public Communication managed web pages on DefenseLink, such as the DoD Leader Biographies and DoD 101 pages, and within the staff's public knowledge base. Government public affairs staff approved information will be published within 48 hours of receipt by the contractor.

4.1.3.9 Identify approximately 1 to 2 emerging communications tools per month, evaluating and testing them for Defense Department use and identifying and overcoming obstacles to implementation and adoption in support of the Emerging Media directorate.

4.1.3.10 Develop and initially execute tactics to employ new emerging media tools to achieve Office of the Secretary of Defense-level public affairs goals and objectives in support of Emerging Media directorate.

4.1.3.11 Develop approximately 1 plan per month for about key Defense Department issues for internal communication, including policies and initiatives to effectively increase internal audience awareness, understanding and participation in support of Emerging Media directorate.

4.1.3.12 Identify communication opportunities as they arise, approximately 1 to 2 times per month, coordinating with other Defense Department and military service public affairs elements to ensure message consistency in support of Emerging Media directorate.

4.1.3.13 Integrate emerging media tactics into approximately 12-24 comprehensive communications programs each year that also include radio, television, and print tactics.

4.1.3.14 Compile, develop and deliver approximately 1 to 2 briefings in support of Emerging Media directorate, presentation and other vehicles per month to share lessons learned and best practices from and between Defense Department components, the military services and other government agencies.

4.1.3.15 Develop public affairs materials for Emerging Media directorate, including content for approximately 2 to 4 brochures per year; approximately 8 to 10 articles per month for publication on Web sites; and 6 to 12 sets of talking points.

**5. SERVICE SUMMARY (PERFORMANCE STANDARDS)**

Performance Objective	PWS Reference	Performance Threshold
Content Management Services	4.1.1	Ensure 100% compliance with documented requirements and quality criteria upon delivery and government pass-fail review and approval.
Multimedia / Graphic Design and Development Services	4.1.2	Ensure 100% compliance with documented requirements and quality criteria upon delivery and government pass-fail review and approval.
Public Affairs Program Support Services	4.1.3	Ensure 100% compliance with documented requirements and quality criteria upon delivery and government pass-fail review and approval.

**6. CONTRACTOR PERSONNEL**

The contractor shall provide the necessary 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 all personnel who are to be employed during this contract period.

**6.1 Team Leader**

6.1.1 The contractor shall designate a team leader from among who shall be responsible for the performance of the work. The proposed team leader shall have management and leadership experience in addition to technical qualifications. The team leader 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 this person, and an alternate or alternates, who shall act for the contractor when the team leader is absent, shall be designated in writing to the contracting officer. The team leader 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 leader or alternate 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 leader or alternate 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:

<b>Content Manager/Editor I</b>	
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. Able to take photographs to support articles. 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, or an Associate's degree and three additional years of experience.
<b>Content Manager/Editor II</b>	
Minimum/General Experience:	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 be published on web sites or in periodicals. Able to take photographs to support articles. 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 no oversight. May have some Defense Experience but not required.
Minimum Education: (Preferred)	Qualifications at this level include a Bachelor's degree in English, Journalism, Writing or related discipline, and three years experience, or an Associate's degree and five additional years of experience.
<b>Content Manager/Editor III</b>	

Minimum/General Experience:	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. Able to take photographs to support articles. 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 no oversight. May have some Defense Experience but not required.
Minimum Education: (Preferred)	Qualifications at this level include a Bachelor's degree in English, Journalism, Writing or related discipline, and five years' experience, or an Associate's degree and seven additional years of experience.
<b>Application Developer / Graphic Artist, Web Designer I</b>	
Minimum/General Experience:	At least two (2) years experience in Web design or development. Have proficiency with Photoshop, 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 media.
Functional Responsibility:	Individuals in this will work with some supervision and be able to bring a wide array of design and technical skills.
Minimum Education: (Preferred)	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.
<b>Application Developer / Graphic Artist, Web Designer II</b>	
Minimum/General Experience:	At least four (4) years 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, 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.
Functional Responsibility:	Individuals in this will work with minimal supervision and be able to bring a wide array of design and technical skills.
Minimum Education: (Preferred)	Qualifications at this level include a Bachelor's degree in Multimedia Production, Graphic Design, Applied Art, or related discipline, and three years' experience, or an Associate's degree and five additional years of experience.
<b>Application Developer / Multimedia Developer (Senior)</b>	
Minimum/General Experience:	At least eight (8) years 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, Dreamweaver, Fireworks, Photoshop, 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.
Functional Responsibility:	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.
Minimum Education: (Preferred)	Qualifications at this level include a Bachelor's degree in Multimedia Production, Graphic Design, Applied Art or related discipline, and five years' experience, or an Associate's degree and seven additional years of experience.
<b>Public Affairs Program Specialist I</b>	
Minimum/General Experience:	(A) Three years of experience in a public affairs environment. Knowledge of sound communications and

	<p>mass media tactics and techniques. 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.</p> <p>(B) Three years experience in an office environment with sound written communications skills. Organization and prioritizing abilities are key to this position. Some knowledge of Defense Department issues is helpful as is an understanding of current events and news reporting as they relate to DoD and the public.</p>
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)	<p>(A) 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 three years of experience.</p> <p>(B) Qualifications at this level are three years experience or at least an associates degree and one year experience communicating in writing by letter, email, and on web pages. Computer skills are essential in the areas of data base management and word processing.</p>
<b>Public Affairs Program Specialist II</b>	
Minimum/General Experience:	<p>Five years of experience in a public affairs environment. Knowledge of sound communications and mass media tactics and techniques. Understanding of Emerging Media types such as social networking, blogging, podcasting and others. Knowledge of Defense Department issues. Experience developing briefings and other presentations. Experience writing news and feature articles for Web sites or in print publications.</p>
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 experience, or an Associate's degree and five additional years of experience.
<b>Public Affairs Program Specialist III</b>	
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 Emerging Media types such as social networking, 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' experience, or an Associate's degree and seven additional years of experience.

### 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 below manpower estimates, based on historical data of past performance, are provided for planning purposes only.

6.4.1 Multimedia Developers / Graphic Designers. The government estimates that initially 5 full-time equivalents (FTEs) will be required, 3 in support of eProducts, and 2 in support of Emerging Media. Based on decisions made by senior Defense Department leaders and as the DMA consolidates, it is possible that the scale of the mission will increase and up to an additional 4 FTEs may be required to meet DMA mission requirements.

6.4.2 Content Managers. The government estimates that initially 5 full-time equivalents (FTEs)

will be required in support of eProducts. It is possible that the scale of the mission will increase and up to 5 additional FTEs may be required to meet DMA mission requirements.

6.4.3 Public Affairs Program Support Specialists. The government estimates that 6 full-time equivalents (FTEs) will be required, 4 in support of Emerging Media AT THE DEFENSE MEDIA ACTIVITY AT FT. MEADE, and 2 in support of Public Inquiry AT THE PENTAGON.

## **6.5 Security and Safety**

6.5.1 Contractor personnel shall submit to and pass a security background check necessary to obtain a Pentagon Badge 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.

6.4.2 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.

6.4.3 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. GOVERNMENT FURNISHED PROPERTY AND SERVICES**

**7.1 Property.** Property made available by the Government for use by contractor personnel during performance of the contract at a Government facility may include the following: workspaces, system furniture, desktop and laptop computers and peripherals, telecommunications devices such as BlackBerry devices, computer support, telephone, fax services, web, database and storage servers and other equipment to support the DMA Public Web program network infrastructure.

**7.2 Government Furnished Information.** The Government will endeavor to provide the contractor in such information and/or access to information necessary to perform the requirements of the contract. The provided information and/or access are for the sole purpose of this contract, and shall not be released to others.

**7.3 Responsibility for GFE, Facilities or Systems.** Contractor personnel shall report damage or destruction of government equipment, facilities, or systems to the Contracting Officer's Representative (COR) immediately. Upon survey, if determined the damage was the fault of the contractor due to negligence, then restitution will be sought from the contractor.

## **8. GENERAL INFORMATION**

**8.1 Monthly Status Report.** The contractor shall prepare and deliver the previous month's status report to the COR by the 5th of each month during the performance of this task. The contractor shall prepare the monthly status report to include, at a minimum, the following

information:

- Projects completed during reporting period
- Status of ongoing long-term projects
- Problems or unexpected difficulties encountered during this reporting period
- Resolutions to problems/difficulties encountered during this reporting period
- Progress planned for the next reporting period
- Contractual or administrative issues that need to be addressed
- Lessons learned

**8.2 Monthly Status Reviews with Government.** The contractor shall schedule and manage monthly reviews/meetings with OASD-PA for the purpose of reviewing the monthly status report and ensuring support is proceeding in a timely and satisfactory manner. The contractor shall record minutes and present these to the Contracting Officer, or representative, within 7 days of the meeting. Contractor determined format is acceptable if detailed enough to indicate actual status.

**8.3 Government Ownership of Goods and Products.** All goods and products generated under this contract, to include briefings, articles, presentations, graphic designs, images and program code for Web applications are the sole property of the Government.

**8.4 Service Locations and Associated Servers:** The place of performance for this requirement is located at the following locations:

8.4.1 Defense Media Activity, 601 North Fairfax Street, Alexandria, VA 22314.

8.4.2 Crystal City, 2521 South Clark Street, Suite 1700, Arlington, VA 22202

8.4.3 Department of Defense, The Pentagon, Washington, DC, 20001

8.4.4 Fort Meade, MD (DMA moves here in late 2011.)

8.4.6 At the Government's discretion, as determined by the COR and COTR, some content management, graphic design, multimedia development, training and other support functions may be performed at a contractor off-site location, as agreed upon by both parties.

**8.5 Normal Hours of Operation.** The contractor's core business hours shall be 0830 to 1700, Monday through Friday, excluding Federal holidays. Duty hours for contract personnel may be changed at the Government's convenience in order to meet requirements under this PWS. A flexible schedule may be agreed upon at times by the COR or COTR and the contractor in order to cover exigencies caused by breaking news events. If unforeseen workplace curtailments occur during normal business hours, the contractor shall accomplish the work scheduled on the day of curtailment on the following business day. The contractor shall have qualified personnel available on-site during normal duty hours to support all services identified within the PWS.

## **8.6 Compensation for Other than Normal Duty Hour Work**

8.6.1 The contractor shall perform work under the contract, so far as practicable, without using overtime, particularly as a regular employment practice, except when lower overall costs to the Government will result or when it is necessary to meet urgent mission needs. Periodically,

requirements may require work to be accomplished at times other than normal duty hours. The contractor shall use flexible work scheduling techniques to minimize any support required outside of normal business hours.

8.6.2 The use of overtime is only authorized under this contract and reimbursed if the overtime is necessary to meet essential delivery or performance schedules; make up for delays beyond the control and without the fault or negligence of the contractor; or eliminate foreseeable extended production bottlenecks that cannot be eliminated in any other way. Government approval for overtime is required in advance. In the event overtime support becomes necessary, the contractor will be reimbursed through funding on a separate CLIN.

**8.7 Federal Holidays.** The contractor is not required to provide services on Federal holidays, except in emergency situations or if necessary to support mission requirements. In the event contractor personnel are required to work on any of these Federal holidays, prior approval shall be received from the COR and reimbursement will be provided through funding on a separate CLIN. Federal holidays are established by Federal Law and are currently as follows:

New Year's Day	1 January (see note)
Martin Luther King's Birthday	3 <sup>rd</sup> Monday in January
Presidents Day	3 <sup>rd</sup> Monday in February
Memorial Day	Last Monday in May
Independence Day	4 July (see note)
Labor Day	1 <sup>st</sup> Monday in September
Columbus Day	2 <sup>nd</sup> Monday in October
Veterans Day	11 November (see note)
Thanksgiving Day	4 <sup>th</sup> Thursday in November
Christmas Day	25 December (see note)

NOTE: If a holiday falls on Saturday, the preceding Friday will be observed. If a holiday falls on Sunday, the following Monday will be observed. If a holiday falls on a regular workday, routine services shall be rescheduled. Where this holiday schedule conflicts with the contractor's company holiday schedule, the Government schedule shall prevail. Executive Orders authorizing Government military and civilian time off apply to MEO operations but do not apply to Private Sector operations. The contractor and COR shall determine appropriate staffing levels to ensure services are provided IAW the PWS.

**8.8 Sick and Vacation Leave.** It shall be the contractor's responsibility to provide personnel coverage and/or maintain continuity of the workload when an employee is out ill or on extended vacation for more than 5 consecutive workdays and it is not possible to accomplish required tasks in advance of the absence. For planning purposes, the contractor shall inform the Government of all scheduled leave and absences.

**8.9 Quality Control.** The contractor shall develop a Government approved QC program to ensure services are performed in accordance with commonly accepted commercial practices for content management, graphic design, multimedia development, writing, editing, response to query and other related services under the scope of this contract. The contractor shall develop and implement procedures to identify and prevent defective services from recurring. The contractor shall ensure timely and effective corrective action is taken for all deficiencies identified by the Government. All deficiency responses shall include identification of the cause of the deficiency. The contractor shall conduct special inspections at the contracting officer's



written request. Results of the inspection or audit shall be provided, in writing, in a timely manner as determined by the contracting officer.

**8.10 Quality Assurance.** The Government will periodically evaluate the contractor's performance by monitoring performance to ensure services are received. Inspecting, auditing, and testing shall be prescribed by clear, complete, and current instructions. The inspection instructions shall include the specific criteria for approval and rejection of services that will be used in each inspection or audit. The contractor's inspection instructions shall be documented and shall be available for review by the designated Government representative(s) throughout the life of the contract. The contractor shall notify the on-site Government representatives in writing of any changes to inspection instructions.

**8.13 Travel.** On occasion, travel outside the primary designated work area may be necessary. If such travel of contractor personnel is required, the contractor will be reimbursed for such travel expenses consistent with the current General Services Administration (GSA) policies and procedures.

**8.14 Reimbursement of Equipment Purchases.** The Contractor may be authorized to purchase equipment on behalf of the Government at or below (b)(4) provided the Contractor complies with the purchasing procedures of FAR Part 13 to include obtaining three quotes, if available, and by submitting the proposed purchase to the COR for review and approval. Reimbursement shall be made to the Contractor under SUBCLIN titled "Equipment Purchases."

**8.15 Insurance.** The contractor shall provide the government with a copy of their insurance certificate as required by FAR Clause 52.228-5, entitled "Insurance-Work on a Government Installation." The required coverage are specified herein:

Worker's Compensation and Employer's Liability: Contractors are required to comply with applicable Federal and State workers' compensation and occupational disease statutes. If occupational diseases are not compensable under those statutes, they shall be covered under employer's liability section of the insurance policy, except when contract operations are so commingled with a contractor's commercial operations that it would not be practical to require this coverage. Employer's liability coverage of at least (b)(4) is hereby required.

(a) General Liability: Bodily injury liability insurance coverage written on the comprehensive form of policy of at least (b)(4) per occurrence is hereby required.

(b) Automobile Liability: The contractor shall submit proof of automobile liability insurance written on the comprehensive form of policy. The policy shall provide for bodily injury and property damage liability covering the operation of all automobiles used in connection with performing the contract. Coverage of at least (b)(4) per person and (b)(4) per occurrence for bodily injury and (b)(4) per occurrence for property damage is hereby required. The amount of liability coverage on other policies shall be commensurate with any legal requirement of the locality and sufficient to meet normal and customary claims.

The amounts of liability coverage listed above are minimum amounts only. The amount of coverage shall be commensurate with any statutory requirements of the locality and sufficient to meet any normal and customary claims.

**8.16 Post-Award Conference.** At the option of the Government, the successful offeror will be required to attend a post-award conference within 30 days after contract award. The Contracting

Officer will notify the successful offeror of the date and time. The conference will be held at the Defense Media Activity (DMA) Headquarter, 601 North Fairfax Street, 3<sup>rd</sup> Floor Conference Room, Alexandria, VA 22314 and is expected to last 4 hours. Costs incurred by the contractor for this conference shall be absorbed by the contractor as part of the contractor's expenses in the performance of the contract.