

## **RALPH H. JOHNSON VA MEDICAL CENTER**

### **PERFORMANCE WORK STATEMENT RECURRING VIDEO AND MULTI-MEDIA PRODUCTION SERVICES FIRM-FIXED PRICE INDEFINITE DELIVERY INDEFINITE QUANTITY**

**INTRODUCTION:** The Ralph H. Johnson VA Medical Center seeks a Contractor to provide comprehensive, high-definition video, multi-media and digital production and support for various projects throughout the contract year, to include options for broadcast quality radio and television Public Service Announcements and longer-form projects in all categories. The Contractor will be responsible for pre-production, production and post-production of both short and long videos, multi-media and digital projects at multiple locations for multiple projects. The video footage and multi-media products will be used to promote Ralph H. Johnson VA Medical Center's services and programs to Veterans and other authorized patrons and/or stakeholders.

**BACKGROUND:** Ralph H. Johnson VA Medical Center requires a provider of High Definition Video Production and digital multi-media services within 350 miles of Charleston, South Carolina, that has approximately 5000 square feet of studio space and the potential for filming VA personnel on-site for various video and multimedia projects. The provider will be responsible for Pre-Production, Production and Post-production of multiple short and long videos and other digital multi-media projects at multiple locations covering the catchment area of Ralph H. Johnson VA Medical Center, which runs along the Southeast coast from Hinesville, Georgia, to Myrtle Beach, South Carolina and includes locations at various military installations with Department of Defense (DOD) partners.

**SCOPE OF WORK:** This is a non-personnel services contract to provide High Definition Video Pre-Production, Production and Post-Production services, as well as other digital multi-media products. Contractor will provide video, multi-media and digital production crews and all required production equipment for all phases of development including pre-production, high definition production and post-production for Ralph H. Johnson VA Medical Center projects. Project development to include, but not limited to:

1. Project planning
2. Script development
3. Writing
4. Pre-production planning
5. Arranging for talent/talent management
6. Videography in various locations, to include, but not limited to, South Carolina, Georgia, and military installations within Ralph H. Johnson VAMC catchment area
7. Studio production
8. Post-production editing
9. Graphics
10. Narration
11. Animation
12. Music and sound effects
13. Video scoring
14. DVD authoring
15. Multi-media programming

16. Closed-captioning
17. Section 508 compliance
18. Duplication services for high-definition DVD/digital/media copies and appropriate media for multi-media project(s)

Video, multi-media and digital projects will be mastered in High-Definition format, 1080HD and/or 4K, or better. Contractor is required to maintain currency for improved formats per industry standard, ensuring the latest technology is utilized in all projects for maximum quality. Video will consist of shooting footage at the VA medical center and its remotely located outpatient clinics, and/or other locations as required. The Contractor will provide video, multi-media and digital staff to complete all phases of project requirements. This includes, but is not limited to, multi-media developer/programmer, graphic designer, and all necessary support personnel. The Contractor will provide High Definition camera system with not less than 1080HD resolution (required to provide upgraded cameras and all other equipment as industry standards improve), field audio recording equipment and a portable light kit and grip equipment to the locations as well as travel, meals, and accommodations for the crews if necessary. The production day will consist of 8 hours if working in a studio environment and 10 hours when working in the field, which includes set-up time, an hour break for lunch and wrap-up time. Overtime, if required, must be authorized by the Contracting Officer at time and a half for hourly wage earns as required by the Department of Labor.

Contractor may be required to film in studios, on location, live shows, or events. The contractor shall provide qualified personnel, services, materials, equipment and supplies necessary to perform the tasks described below:

1. The contractor shall provide all necessary personnel, materials and resources to deliver high definition video in one of the following format: FLV, QuickTime H.264, MPV4, DCP, DVD or QuickTime Pro Res.
2. The contractor shall provide full-time dedicated account representative and technical support.
3. The contractor shall provide approximately 5000 square feet of studio space located within 350 miles of Charleston, South Carolina.
4. The contractor shall provide a video crew (consisting of not less than one producer/director, cameraman, audio and grip) for each project. Crew members must be in good physical condition to ensure quick set up of equipment and meet the demands of fast-paced and challenging production schedules.
5. The contractor shall provide a high-definition still imagery digital photographer upon request in conjunction with or independent of video production crew dependent upon project requirements.
6. The contractor must possess and have available high-definition video production kit containing, but not limited to, a professional-level, broadcast-quality HD P2/HPX500, HPX170, SoundDevices Pix240, Panasonic AF100, Panasonic AC160, Canon 5DMIII or better and a wide range of appropriate lenses; tripod and fluid head; audio kit including camera shotgun microphone, boom microphone, two (2) lavalier microphones, microphone mixer, audio

headphones; color video playback equipment and color monitor; appropriate camera filters and reflectors for indoor and outdoor filming; appropriate portable lighting equipment sufficient to light various interior office and medical settings. The contractor shall capture all footage in high definition, 1080HD and/or 4K, or better.

7. The contractor must possess and shall provide sufficient battery power, re-charging equipment and high-definition video storage to accommodate a full 10-hour, on-site video production day.
8. The contractor must possess and shall provide all necessary audio and video cables, as well as electrical cables to support on-site filming and video production.
9. The contractor must procure or have available, as needed, a Fisher 11 Dolly – 8-Ball 4ft Camera Slider (or equivalent) with one crewmember on staff that is certified by Fisher (or equivalent).
10. The contractor must provide, as needed, a Jimmy Jib remote head crane with operator.
11. The contractor must provide, as needed, an HD Steadicam with a crewmember certified by Steadicam to operate equipment.
12. The contractor must provide, as needed, a 3-ton grip truck with all types of Tungsten and HMI lighting with operators as well as LED and Kino-Flo lights, with operators.
13. The contractor must have available Pro-Tools Audio Suite with adequate trained personnel to use the software.
14. The contractor must have available, as needed, at least two (2) on-site Mac Pro (or comparable) editing suites utilizing Adobe Premier Pro, Avid, Final Cut Pro (most recent versions required) or software of similar quality to accommodate simultaneous editing of multiple projects and trained personnel able to expertly use this software.
15. The contractor must have available, as needed, on-site sound editing, animation and graphics utilizing Adobe Premiere Pro and Adobe After Effects (most recent versions required) or software of similar quality with appropriate trained professional/technical staff to expertly use this software.
16. The contractor must provide two (2) remote audio packages with operators, as needed.
17. The contractor must provide multi-cam switcher package with three (3) cameras and operators, as needed, for live or live-to-drive shoots.
18. The contractor must provide appropriate in-house studio space for production of quality on-camera interviews and audio voice-overs with talent. Talent may, at times, be supplied by contractor or appropriate Ralph H. Johnson VA Medical Center leaders, staff members, Veterans or other suitable individuals

may be designated through coordination with COR, Ralph H. Johnson VA Medical Center Public Affairs Officer or designee.

19. The contractor must provide and have demonstrated access to military stock footage of broadcast quality covering all branches of military services to supplement captured video footage in video production and digital multi-media products. Additional funds for footage will not be available following contracting.

Contractor must have demonstrated experience with high definition production for military-oriented and health care productions. Contractor must have in-house subject matter experts on military service, branches, protocol and demonstrated understanding of military and Veteran issues, as well as demonstrated understanding of patient privacy issues. Contractor must have production crew members with a minimum of Secret Security Clearance and a Secret Cleared production facility.

**QUALITY CONTROL:** The contractor will provide all necessary elements of pre-production, production and post-production, as needed, to complete the video, multi-media and digital projects.

**CREW REQUIREMENTS:** Contract video producer/director will serve as project manager for all required tasks and will be responsible for the supervision of contracted crew and responsive to the government producer/director (COR, Ralph H. Johnson VA Medical Center Public Affairs Officer or designee). Contract Producer/director will oversee scriptwriting and development, all phases of production, editing, graphics, animation, and duplication. Contractor must have production crew members with a minimum of Secret Security Clearance. Contractor crew will include, but may not be limited to:

1. Video Producer
2. Video Director
3. Director of Photography
4. Production Manager
5. Production Assistant
6. Script Writer
7. Location Scout
8. Camera Operator/Videographer
9. Audio Technician/Specialist
10. Grip/Gaffer
11. Still Photographer (Digital)
12. Video Editor
13. Teleprompter Operator (and equipment)
14. Make-up Artist/Assistant
15. On Camera Talent
16. Voice Talent
17. Illustrator/Graphic Design Specialist
18. Multi-media/Digital Media Production Specialist

**DELIVERABLES:** The contractor shall provide multiple videos and other digital multi-media products during the life of this requirement. Once a video or multi-media project has been approved and finalized, the contractor shall provide the COR and/or Ralph H. Johnson VA Medical Center Public Affairs staff a copy of the video or product in one or more of the following video formats:

1. DCP

2. QuickTime
3. MP4
4. DVD
5. FLV
6. Windows Media Video
7. RAW

The following deliverables shall be provided and signed off by designated contract COR, Ralph H. Johnson VAMC Public Affairs Officer or designee:

1. Creative treatments for requested video, multi-media or digital media projects
2. Rough cuts of projects, which must be made available for review electronically via the Internet
3. Final edited products delivered in industry standard formats to Public Affairs staff
4. Section 508 compliant files and troubleshooting of projects
5. Duplication of completed projects
6. Completed High Definition products in formats compatible with local broadcast standards (television, radio, digital, etc.).

**Time of Delivery:** This is a Firm-Fixed Price Indefinite/Delivery Indefinite Quantity (IDIQ) type contract. All funds will be obligated on each delivery order. Work will be issued by Task Order and the Contractor shall, upon receipt of duly executed Task Order, perform all services required by this contract. The contractor shall complete all work and services under this contract within the period specified in the Task Order to be issued except that no Delivery Order shall be issued after the expiration of this contract. The contract has a Base Period of 12 Months with Four (4) One Year (12 Months) option periods.

Contractor shall deliver each video or digital multi-media project on a schedule to be mutually agreed upon as specified in each task order. Each video delivery schedule shall be negotiated, but shall not exceed 12 months, unless specifically approved by the Contracting Officer.

**TRAVEL:** The contractor, and any personnel needed for a video or digital multi-media production, must be able to travel throughout the Southeast region of the United States as needed to provide video and multi-media support on multiple projects at Ralph H. Johnson VA Medical Center, it's remotely-located community based outpatient clinics, offsite work locations, military installations within the medical center's catchment area and multiple other locations. All required travel must be approved in advance. The contractor shall provide an estimate in advance for each travel need. Travel cost for personnel and equipment will be provided on a reimbursable basis.

**Travel Reimbursement:** The Contractor will be reimbursed for authorized travel made in association with the approved video and digital multi-media production, to include per diem, lodging, transportation and incidental expenses. Travel will be reimbursed per the guidelines set forth in the contract.

**Travel Related Shipping:** Shipping cost (for video production equipment) is based on current rates and actual freight charges which are subject to change based on the current rates and date of shipment. The Contractor shall invoice for and will only be reimbursed for actual freight charges.

**TYPE OF CONTRACT:** Ralph H. Johnson VA Medical Center anticipates awarding a Firm-Fixed Price Indefinite Delivery/Indefinite Quantity (IDIQ) type contract for this requirement.

**INVOICE:** This is a Firm-Fixed Price Infinite Delivery/Infinite Quantity (IDIQ) contract. Projects will be assigned by the COR by task order with vendor providing estimated cost for approval and acceptance in advance of work being accomplished.

**PERIOD OF PERFORMANCE (POP):** The contract shall be a Base Period of 12 Months with Four (4) One Year (12 Months) option periods to commence at award date.

1. Base Year – Anticipated 6/1/17 to 5/31/18;
2. Option Year One – 6/1/18 to 5/31/19;
3. Option Year Two – 6/1/19 to 5/31/20;
4. Option Year Three – 6/1/20 to 5/31/21;
5. Option Year Four – 6/1/21 to 5/31/22.

**GOVERNMENT RESPONSIBILITIES:** COR will provide the contractor the following:

1. A list of POCs at Ralph H. Johnson VA Medical Center (Public Affairs and Medical Media staff.)
2. Timely feedback on any issues, concerns, approvals, content reviews, etc.
3. A copy of the required patient consent and release form, VA Form 10-3203 "Informed Consent and Authorization for Third Parties to Produce or Record Statements, Photographs, Digital Images, or Video or Audio Recordings," which must be completed prior to the visual or audio recording of any Veteran patient, to include still photography, obtaining written quotes, etc.

**GOVERNMENT POINT OF CONTACT:** The Contracting Officer's Representative (COR) for this contract shall be identified and provided to the winning contractor in a separate appointment letter.

**CONSENT AND RELEASE:** Contractor is prohibited from using images containing VA Veteran patients for purposes outside of those stated on the VA patient release form, VA Form 10-3203 "Informed Consent and Authorization for Third Parties to Produce or Record Statements, Photographs, Digital Images, or Video or Audio Recordings." COR will provide Contractor with required patient release form (VA Form 10-3203), which must be completed prior to any Veteran patient appearing on camera.

**DATA RIGHTS:** The Ralph H. Johnson VA Medical Center has unlimited rights to all products/documents/materials produced under this contract. All products, documents and materials, to include the source codes of any software, produced under this contract are the property of the Ralph H. Johnson VA Medical Center and the Department of Veterans Affairs (VA) with all rights and privileges of ownership/copyright belonging exclusively to the Ralph H. Johnson VA Medical Center and VA. These products, documents and materials may not be used or sold by the contractor without written permission from the Contracting Officer. All products, documents and materials supplied to the Ralph H. Johnson VA Medical Center shall be the sole property of the Ralph H. Johnson VA Medical Center and VA and may not be used for any other purpose. This right does not abrogate any other Ralph H. Johnson VA Medical Center and VA rights.

**EVALUATION CRITERIA:** Vendor must submit samples of similar previous projects for evaluation of creative content and capability. Vendor will be selected based on creative quality and ability, technical equipment, overall services offered such as in-house editing, graphics and animation, and cost.

**DEFINITIONS/ACRONYMS:**

- a. **Contractor:** The individual, partnership, corporation or entity that is awarded the contract to provide services specified herein.
- b. **Contracting Officer:** The individual with authority to execute and/or administer a contract on behalf of the non-appropriated fund activity or its successor.
- c. **Contracting Officer's Representative (COR):** The individual who acts as the liaison between the contractor and the contracting officer. The COR is responsible for clarifying contract requirements as necessary, with respect to the specifications and/or performance work statement, as well as monitoring the progress and quality of the contractor's performance.
- d. **DCP:** Digital Cinema Package is a collection of digital files used to store and convey Digital cinema audio, image, and data streams.
- e. **DOD:** The Department of Defense.
- f. **DVD:** Digital Video Disc is a digital optical disc storage format. DVDs offer higher storage capacity than compact discs while having the same dimensions.
- g. **Flash Video:** A container file format used to deliver video over the Internet using Adobe Flash Player. Flash Video content may also be embedded within SWF file.
- h. **Location scouting and selection:** Once the scenery has been decided the search for a suitable location outside the studio begins.
- i. **MP4:** is a digital multimedia format most commonly used to store video and audio, but can also be used to store other data such as subtitles and still images.
- j. **Pre-Production:** The script is broken down into individual scenes and all the locations, props, cast members, special effects and visual effects are identified. An extremely detailed schedule is produced with all the necessary elements that need to be available at appropriate times. Sets are constructed, crew is hired, financial arrangements are put in place and a start date for the beginning of the shoot is set.
- k. **Production:** The tasks that must be completed or executed during the filming or shooting. This includes setting up scenes, the capture of raw footage and the usage of set designs.
- l. **Post Production:** The tasks that must be completed or executed after the filming or shooting ends. This includes tasks such as editing of raw footage to

cut scenes, inserting transition effects and working with voice and sound actors.

- m. **Props:** A prop is considered to be anything movable or portable on a stage or a set, distinct from the actors, scenery, costumes and electrical equipment. Consumable food items appearing the production are all considered props.
- n. **Quick Time:** is an extensible multimedia framework capable of handling various formats of digital video, picture, sound, panoramic images, and interactivity.
- o. **Shooting Schedule:** is a project plan of each day's shooting for a film production. It represents a timeline stating where, when and how many production resources days are used.
- p. **Shot List:** A shot list is a list of all the shots planned for a given scene.
- q. **Talent:** A general term for actors, actresses and extras both professional and non-professional.
- r. **Travel:** A producer from the production company may be required to travel and meet with the SME for pre-production meetings, planning and location scouting.
- s. **Video gear preparation and shipping:** The production company makes sure they have all the video gear needed for the shoot and that it is in good working condition. If the video shoot is out of town, the production company must ship the gear ahead of the shoot dates or rent the video gear at the location.
- t. **RAW:** (Camera RAW) A non-compressed and unprocessed image or video. With a RAW file, you have complete control over the temperature adjustments, tint, hue and exposure.
- u. **VA:** The Department of Veterans Affairs
- v. **Windows Media Video:** is a file type which can contain video in one of several video compression formats developed by Microsoft.
- w. **Production Day:** A production shall be defined as 8 hours if working in a studio environment and 10 hours working in the field.

**AGENCY SUPPORT:** The Contracting Officer's Representative (COR) and Alternate COR will be identified and appointed on a separate appointment letter, if appointed. Questions concerning the solicitation must be directed to the Contract Specialist, **xxx.**

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