

ORDER FOR SUPPLIES OR SERVICES

PAGE OF PAGES

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IMPORTANT: Mark all packages and papers with contract and/or order numbers.

BPA NO.

1. DATE OF ORDER 12-14-2005		2. CONTRACT NO. (if any) GS23F0298M		6. SHIP TO:		
3. ORDER NO. DR-16-06-300		MODIFICATION NO.		a. NAME OF CONSIGNEE U.S. Nuclear Regulatory Commission ATTN: Elizabeth Hayden, OPA		
4. REQUISITION/REFERENCE NO. OPA-05-300		b. STREET ADDRESS Mail Stop: O-2A13			e. ZIP CODE 20555	
5. ISSUING OFFICE (Address correspondence to) U.S. Nuclear Regulatory Commission Div. of Contracts Attn: Sharlene McCubbin Mail Stop T-7-I-2 Washington, DC 20555				c. CITY Washington		d. STATE DC

7. TO:			f. SHIP VIA		
a. NAME OF CONTRACTOR DWJ TELEVISION INC			b. TYPE OF ORDER		
b. COMPANY NAME			<input type="checkbox"/> a. PURCHASE <input checked="" type="checkbox"/> b. DELIVERY		

c. STREET ADDRESS 1 ROBINSON LN			Reference your _____ Please furnish the following on the terms and conditions specified on both sides of this order and on the attached sheet, if any, including delivery as indicated.			Except for billing instructions on the reverse, this delivery/task order is subject to instructions contained on this side only of this form and is issued subject to the terms and conditions of the above-numbered contract.			
d. CITY RIDGEWOOD		e. STATE NJ	f. ZIP CODE 074502516						

8. ACCOUNTING AND APPROPRIATION DATA See CONTINUATION Page 31X0200 B&R: 67K155I1380 BOC: 252A JCN: L2326 OBLIGATE: \$33,023.00				\$33,023.00		10. REQUISITIONING OFFICE OPA Office of Public Affairs	
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11. BUSINESS CLASSIFICATION (Check appropriate box(es))						12. F.O.B. POINT Destination	
<input checked="" type="checkbox"/> a. SMALL	<input type="checkbox"/> b. OTHER THAN SMALL	<input type="checkbox"/> c. DISADVANTAGED	<input type="checkbox"/> g. SERVICE-DISABLED VETERAN-OWNED				
<input type="checkbox"/> d. WOMEN-OWNED	<input type="checkbox"/> e. HUBZone	<input type="checkbox"/> f. EMERGING SMALL BUSINESS					

13. PLACE OF		14. GOVERNMENT BAL. NO.		15. DELIVER TO F.O.B. POINT ON OR BEFORE (Date) As stated below		16. DISCOUNT TERMS N/A	
a. INSPECTION		b. ACCEPTANCE					

17. SCHEDULE (See reverse for Rejections)							
ITEM NO. (A)	SUPPLIES OR SERVICES (B)	QUANTITY ORDERED (C)	UNIT (D)	UNIT PRICE (E)	AMOUNT (F)	QUANTITY ACCEPTED (G)	
	See attached Schedule of Prices and Statement of Work			See CONTINUATION Page			

18. SHIPPING POINT		19. GROSS SHIPPING WEIGHT		20. INVOICE NO.			
21. MAIL INVOICE TO:							
a. NAME U.S. Nuclear Regulatory Commission Payment Team, Mail Stop T-9-H-4							
b. STREET ADDRESS (or P.O. Box) Attn: DR-16-06-300							
c. CITY Washington		d. STATE DC		e. ZIP CODE 20555		17(h) TOTAL (Cont. pages)	
						17(i) GRAND TOTAL	
						\$33,023.00	

22. UNITED STATES OF AMERICA BY (Signature) 				23. NAME (Typed) Sharlene McCubbin Contracting Officer TITLE: CONTRACTING/ORDERING OFFICER			
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AUTHORIZED FOR LOCAL REPRODUCTION
TEMPLATE - ADM001

SISP REVIEW COMPLETE

OPTIONAL FORM 347 (REV. 3/2005)
PRESCRIPTION FOR ORDERING OFFICER
ADM002

CONTINUATION PAGE

A.1 PRICE/COST SCHEDULE

ITEM NO.	DESCRIPTION OF SUPPLIES/SERVICES	QTY	UNIT	UNIT PRICE	AMOUNT
1	<p>[REDACTED] EACH</p> <p>Contractor shall write a script and produce, direct and deliver a professional, high-quality educational video presentation about the NRC.</p>	[REDACTED]	EACH	[REDACTED]	\$0.00
2	<p>[REDACTED] EACH</p> <p>Draft of the script, storyboard outline, and a work plan for completing the project.</p>	[REDACTED]	EACH	[REDACTED]	\$3,900.00
3	<p>[REDACTED] EACH</p> <p>Final Script and any changes in treatment, storyboard.</p>	[REDACTED]	EACH	[REDACTED]	\$1,680.00
4	<p>[REDACTED] EACH</p> <p>First cut, unedited master.</p>	[REDACTED]	EACH	[REDACTED]	\$15,825.00
5	<p>[REDACTED] EACH</p> <p>One edited, high-quality Beta production master. All raw footage, music scores, graphics, special effects, and the edit decision list in the form of a hard copy and digital file of the final program must also be provided.</p>	[REDACTED]	EACH	[REDACTED]	\$10,965.00
6	<p>[REDACTED] EST</p> <p>Travel Expenses - Shall be reimbursed for actuals to video tape.</p>	[REDACTED]	EST	[REDACTED]	\$653.00
GRAND TOTAL ---					<u>\$33,023.00</u> =====

A.2 NRC Acquisition Clauses - (NRCAR) 48 CFR Ch. 20

A.3 Other Applicable Clauses

See Addendum for the following in full text (if checked)

52.216-18, Ordering

52.216-19, Order Limitations

52.216-22, Indefinite Quantity

52.217-6, Option for Increased Quantity

52.217-7, Option for Increased Quantity Separately Priced Line Item

52.217-8, Option to Extend Services

52.217-9, Option to Extend the Term of the Contract

A.4 SEAT BELTS

Contractors, subcontractors, and grantees, are encouraged to adopt and enforce on-the-job seat belt policies and programs for their employees when operating company-owned, rented, or personally owned vehicles.

Statement of Work-Video about NRC

Background

The U.S. Nuclear Regulatory Commission's mission is to regulate the safe commercial use of nuclear materials and nuclear power to ensure the protection of public health and safety and the environment, and the common defense and security. Regulation of nuclear materials covers nuclear power plants, nuclear medicine used for diagnosis and treatment of cancer, industrial applications (e.g., smoke detectors, thickness and density gauges, tracers, anti-static devices), nuclear waste facilities, and nuclear fuel processing plants in the United States. In addition, the NRC exchanges information with and provides assistance on nuclear safety and regulation to countries with whom NRC has agreements. The agency also works with states in the regulation of nuclear materials and in response to an event at a nuclear facility licensed by the NRC potentially affecting public health and safety.

Scope

The Contractor shall write a script and produce, direct and deliver a professional, high-quality educational video presentation about the NRC not to exceed 15 minutes and that is appropriate for high-school students. This requires the Contractor to provide a full-service production company including personnel, facilities, materials, and services to research the NRC's regulatory activities, develop the treatment to describe those activities, develop an acceptable script, shoot any needed footage, provide narration, special effects and graphics, and perform all editing required for the video.

Proposal Requirements

The Nuclear Regulatory Commission (NRC) seeks a full-service production company to write and produce a 15-minute video presentation about the agency and how it works to protect the public and the environment through regulation of the commercial uses of nuclear material in the United States. The overriding concern of the agency is to avoid or minimize exposure of the public and workers to radiation.

While the overall theme of the video should focus on nuclear safety and why it is important for the public to understand what the NRC does to protect Americans, it should also underscore the agency's commitment to ensure the secure use of nuclear materials and nuclear power plants. The video should also highlight the NRC's dedication to technical excellence and its openness to the public in conducting its business while balancing National security needs. Openness is accomplished through public workshops and meetings of the Commission and technical staff, opportunities for participating in rulemaking and petitions, issuance of press releases and publication of brochures, and making much of NRC's information available electronically on the internet.

The video should be contemporary, upbeat, engaging and appealing to the general public (high-school age) without promoting the use of nuclear energy.

Audience

The video will be used at NRC headquarters and its regions through the Office of Public Affairs and distributed to academic institutions and the general public. Audiences would typically include high schools, community organizations, consumer groups, other non-technical individuals or groups interested in learning about regulation of nuclear activities, and public television stations. The video should target about the tenth grade level of education without, however, turning off a more sophisticated audience. The video should connect in some way to today's high school students and be creative in its approach.

Period of Performance

The project is to be completed 12 months from the date the contract is awarded. This includes all research, concept development, scriptwriting, approvals, shooting and production of the final video.

Scope of Work

The Contractor shall research what the NRC does, develop the treatment, write the script, produce, direct, videotape (within a 200-mile radius of Washington, DC) any needed footage, (NRC has some existing B-roll footage) and perform all editing to complete a 15-minute educational video. The program is to be shot and mastered on digital Beta or DV cam. The NRC is responsible for duplicating, converting and distributing the video.

The Contractor shall provide music, and develop artwork, special effects and animated graphics for incorporation into the video. The Contractor shall offer a narrator to be approved by NRC (NRC may provide a narrator of its own). With NRC's approval, stock footage may be used from the NRC, Nuclear Energy Institute, Department of Energy, or other available sources located by the Contractor and agreed to by NRC/OPA.

NRC Project Manager

Beth Hayden, Deputy Director, Office of Public Affairs, 301-415-8200.

Reviews and Approvals

The treatment, draft and final scripts, storyboard, and first cut and edited master videos will be reviewed by the directors of the Office of Communications and Office of Public Affairs. Development of the script will be an iterative process to avoid major changes at the end of the project. The script, detailed storyline and the first cut master video will be reviewed by the Commission before OPA gives approval for the Contractor to proceed to finalize. Changes will be made as requested.

The NRC's inspection and acceptance of final deliverables will be made using the following criteria:

1. Quality of video image including focus, stability and accuracy of flesh tones, uniformity and accuracy of colors of clothing, equipment, offices, and exterior locations.
2. Quality of sound including uniformity of sound levels, clarity of narration and ambient sound, proper balance between music tracks, sound effect tracks, narration and ambient sound.
3. Lack of damage, scratches, and image interference on master.

The NRC will provide interviewees and determine sites for shooting the video. The Contractor will identify appropriate narrators and music to be approved by the NRC. Note NRC may use it's own staff for narration.

Meeting and Travel

A meeting will be required with the Contractor team (producer, scriptwriter and any others) shortly after contract award to discuss pre-production planning. Additional meetings will be required for each production deliverable with the Project Manager and Director of Public Affairs at NRC Headquarters in Rockville, Maryland. This travel is in connection with pre-production planning, script approval, production, and post-production activities. Travel may be needed to shoot some videotape for adequate coverage of NRC activities at headquarters and in Region I (King of Prussia, PA). If quality stock footage of nuclear facilities is not available, some shooting will be needed at such facilities as the North Anna Nuclear Power Plant in Mineral, Virginia, the Calvert Cliffs plant in Lusby, Maryland, or the Limerick plant near Limerick, Pennsylvania.

Materials/Resources

The Project Manager will provide available background materials from NRC such as booklets, fact sheets, annual reports, videos, photos and slides for the Contractor to use in his research for the storyline. The Contractor will augment this material with those he finds elsewhere. The Project Manager may identify a number of additional sources of information outside of NRC (e.g., Nuclear Energy Institute) for the Contractor to research, if needed. Any shooting arrangements needed at nuclear facilities and the NRC will be set up through the Project Manager. Any releases, copyrights, waivers or other legal requirements will be obtained by the Contractor.

The Contractor shall provide professional production personnel required to complete the videotape. This could include but not be limited to producer, director, scriptwriter, videographer, animation artist, on- and off-line editors, and narrator.

Deliverables

1. Drafts of the script, storyboard outline, and a work plan for completing the project.
2. Final script and any changes in treatment, storyboard.
3. First cut, unedited master.
4. One edited, high-quality Beta production master. All raw footage, music scores, graphics, special effects, and the edit decision list in the form of a hard copy and digital file of the final program must also be provided.

Deliverables are to be provided to the NRC Project Manager. The master and all raw footage will become the property of the NRC and must be furnished to NRC upon completion of the project.