

This task order is performance based and the Contractor's performance will be assessed in accordance with the CR2 Program Performance Assessment Plan (PAP).

CR2P PERFORMANCE WORK STATEMENT (PWS)
30 August 06 (Rev 1, 8 August 2006) (Rev 2, 12 September 2006)
CR-1508

CENTCOM STRATEGIC EFFECTS CAPABILITY

1.0 SCOPE: The scope of this effort includes multiple target audience categories across multiple countries. The United States Central Command (CENTCOM) is tasked to conduct strategic effects efforts to garner support for US Government policies and objectives in foreign countries in its area of responsibility (AOR).

1.1 GENERAL: The task order provides for a contractor to support a comprehensive media effects team for CENTCOM to conduct detailed media analysis through polling research, coordinate and conduct media approach planning, perform target audience analysis, coordinate horizontally and vertically (including the interagency), and, if required, develop commercial quality production for distribution and dissemination. This team is responsible for developing and executing the information, education, and outreach plan for CENTCOM.

1.2 APPLICABILITY: This Task SOW applies to paragraphs 3.3.8 and 3.3.10 of the CR2P SOW (Section J, Attachment 01).

1.3 TASK EXECUTION PLAN (TEP): The contractor shall provide a Task Execution Plan (TEP) in accordance with DI-MGMT-80004 and CDRL A001 in response to this Task PWS. The effort shall be proposed on a **Time and Materials (T&M)** basis.

1.4 PERIOD OF PERFORMANCE / PLACE OF PERFORMANCE: The period of performance shall be 12 months from date of award, with an additional 12 month option period. Performance will take place at: US CENTCOM HQ AND the contractor's facility.

1.5 CONTRACT MANAGEMENT: All requirements of paragraph 3.2 of the CR2P SOW apply to this effort. This task order shall be addressed in the Contractor's Progress, Status and Management Report required by DI-MGMT-80227 and CDRL A002.

1.6 GOVERNMENT FURNISHED EQUIPMENT / MATERIALS / FACILITIES:
N/A

1.7 INSPECTION and ACCEPTANCE/FOB: Inspection and acceptance shall be at destination at **US CENTCOM** and FOB shall be N/A. Ship to address is: 7115 S. Boundary BLVD, BLDG 540 Macdill AFB, FL 33621.

1.8 SECURITY: The security requirements for this task are: **TOP SECRET**

The contractor will be required to have a **TOP SECRET** facility clearance with **SECRET** safeguarding capabilities not to exceed two (2) cubic feet. The contractor will require access to Sensitive Compartmented Information (SCI); NoN-SCI intelligence information; NATO information; foreign government information, and For Official Use Only (FOUO) information.

In performing this contract, the contractor will receive and generate classified information; have access to classified information outside the U.S., Puerto Rico, U.S. possessions and trust territories; have OPSEC requirements, and be authorized to use the Defense Courier Service.

Administrative duties performed by the contractor will not require a clearance and may require an investigation for Information Technology (IT) sensitive duties.

2.0 APPLICABLE DOCUMENTS: The following documents are referenced for the performance of this effort: N/A

3.0 REQUIREMENTS: The primary objective will be conducting detailed analysis through the use of polling and focus groups with the multiple levels of society within each respective country. The contractor will support the assessment team which will use resources to conduct polls and focus groups in major cities and key countries across the region, in an effort to solicit the opinions of locals to questions concerning CENTCOM. Polls and focus groups will be conducted at every level of society, whether in upper-class malls, or lower income communities, to compile data covering the full range of the population. **The intent is to conduct a minimum of two (2) polls and two (2) focus groups per country, per year.** In addition, the contractor will assist in conducting media outreach meetings, gathering reporters and other influential media figures together in round table setting to discuss issues pertinent to CENTCOM. **The intent is to conduct media outreach meetings at least monthly, covering every country in the region.**

The contractor will analyze the sentiment to pertinent issues, policies, and events that impact the region's population providing their findings to the CENTCOM for use in developing the larger strategic communications mission. The contractor will also assist in the managing of the Public Affairs website used by CENTCOM. Without altering the information contained on the USCENCOM website, the contractor will assist in translating the existing, English-only site, into a multi-lingual, professional quality site that can be viewed throughout the world. Languages required are **Arabic, Farsi, Russian, Spanish, Urdu, Pashto, and French, with other languages being added as needed.**

Subsequent tasks include coordinating and conducting media approach planning, and the development of commercial quality production for distribution and dissemination. **The contractor shall assist in producing, releasing, and evaluating, commercial quality media productions intended for segments of the region's population. The contractor should factor in the cost of assisting in producing weekly clips, shorts, and articles to be run on different media outlets throughout the region.** CENTCOM and the contractor will evaluate the effectiveness after each deliverable and tailor future releases based on the results.

Production material will be submitted as required, and in accordance with CDRL B001. Only materials in support of this task order shall be acquired or fabricated.

4.0 TRAVEL

Costs for transportation may be based upon mileage rates, actual costs incurred, or a combination thereof, provided the method used results in a reasonable charge. Travel costs will be considered reasonable and allowable only to the extent that they do not exceed on a daily basis, the maximum per diem rates in effect at the time of the travel. The Joint Travel Regulations (JTR), while not wholly applicable to contractors shall provide the basis for the determination as to reasonable and allowable. Maximum use is to be made of the lowest available customary standard coach or equivalent airfare accommodations available during normal business hours. All necessary travel meeting the above criteria shall be approved in advance by the GTL. Exceptions to these guidelines shall be approved in advance by the Contracting Officer or his Designee.

CONTRACT DATA REQUIREMENTS LIST <i>(1 Data Item)</i>				Form Approved OMB No. 0704-0188	
Public reporting burden for this collection of information is estimated to average 110 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Department of Defense, Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington, VA. 22202-4302, and to the Office of Management and Budget, Paperwork Reduction Project (0704-0188), Washington, DC 20503. Please DO NOT RETURN your form to either of these addresses. Send completed form to the Government Issuing Contracting Officer for Contract/PR No. listed in Block E.					
A. CONTRACT LINE ITEM NO.		B. EXHIBIT B	C. CATEGORY: TDP TM OTHER ADMN		
D. SYSTEM/ITEM CENTCOM Media Development Team		E. CONTRACT/PR NO.	F. CONTRACTOR		
1. DATA ITEM NO. B001	2. TITLE OF DATA ITEM PRESENTATION MATERIAL		3. SUBTITLE Multi-Media Production Material		
4. AUTHORITY (Data Acquisition Document No.) DI-ADMN-81373		5. CONTRACT REFERENCE PWS paragraph 3.0	6. REQUIRING OFFICE Government Task Leader		
7. DD 250 REQ LT	9. DIST STATEMENT REQUIRED N/A	10. FREQUENCY AS REQ	12. DATE OF FIRST SUBMISSION SEE BLK 16	14. DISTRIBUTION	
8. APP CODE N/A	11. AS OF DATE N/A	13. DATE OF SUBSEQUENT SUBMISSION SEE BLK 16	a. ADDRESSEE	b. COPIES	
16. REMARKS: BLK 10, 12, 13: Submit one copy of text and presentation material electronically 10 days prior to scheduled conference/review. Submit one final copy within 7 days of the presentation. BLK 14a: Complete government addresses to be identified at Task Order award. BLK 14b: Electronic media is acceptable as long as compatible with receipt by government systems.			GTL	Draft	Final
				Reg	Repro
15. TOTAL 			1	1	0
G. PREPARED BY CDR (b)(6)		H. DATE 18 Sep 06	I. APPROVED BY CPI (b)(6)		J. DATE 18 Sep 06

17. PRICE GROUP

18. EST TOTAL I