

UNITED STATES DEPARTMENT OF AGRICULTURE

Purchase Order

*Movie Ads.*

**FOR AGENCY USE ONLY**  
AE04001028

1. PAGE NO. 1	2. RECEIVING OFFICE NO. 3198	3. CONTRACT NO. GS-23F-0231N	4. ORDER DATE 09/30/2004	5. SF-281 22	6. UNIT CODE	7. FUND CODE WP	8. ORDER NO. 43-3198-4-0177	9. SUB 00
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9a. TYPE PURCHASE <input type="checkbox"/> PURCHASE ORDER <input checked="" type="checkbox"/> DELIVERY ORDER	9b. SELLER'S IDENT NO. 133461427	9c. FORM 1099 <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES	9d. TAXPAYER'S IDENT NO. 133461427
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10. TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)  
PORTER NOVELLI  
1909 K STREET N.W. SUITE 400  
VID133461427 A  
WASHINGTON, DC 20006

11. Consignee, Address, Zip, Code, and Place of Inspection and Acceptance  
USDA/FNS/OANE  
3101 PARK CENTER DRIVE Room: 1020  
ALEXANDRIA, VA 22302

PHONE (AC&No )

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
01		TASK 1-ORIENTATION (SEE C.3.1)	2500	01	1	EA	6,327.40	6,327.40
02		TASK 2-PRESHOW MOVIE ADVERTISING PLAN (SEE C.3.2)	2500	01	1	EA	138,970.00	138,970.00
03		TASK 3-IMPLEMENT THE PRE-SCREEN MOVIE ADVERTISING PLAN (SEE C.3.3)	2500	01	1	EA	15,164.60	15,164.60
04		TASK 4-TRACK ACTUAL THEATRE & PATRON PARTICIPATION (SEE C.3.4)	2500	01	1	EA	2,969.00	2,969.00
05		TASK 5-QUARTERLY MEETING (SEE C.3.5)	2500	01	4	EA	3,768.80	15,075.20
06		TASK 6-MONTHLY REPORTS (SEE C.3.5)	2500	01	12	EA	438.74	5,264.88
		SUBMIT INVOICE(S), CITING OUR ORDER NUMBER, TO: USDA, FNS, ACCT DIV TYPE-43 INVOICE 3101 PARK CENTER DRIVE ALEXANDRIA, VA 22302						
		BE SURE TO INCLUDE YOUR REMITTANCE ADDRESS, INVOICE NUMBER, DATE, DOLLAR AMOUNT, AND OUR ORDER NUMBER.						
		VENDOR ID (VID) NUMBERS MUST NOW BE ANNOTATED NEAR THE REMITTANCE ADDRESS ON INVOICES. YOU WILL FIND YOUR VID NUMBER ON THE THIRD LINE OF BLOCK 10. PLEASE ANNOTATE THIS NUMBER & LETTER ON INVOICES AGAINST THIS ORDER.						

20a. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)( )

21. FOB Point Destination	22. DISCOUNT AND/OR NET PAYMENT TERMS Net 30 Days	22a. TYPE COMMODITY/ PAYMENT CODE: O	25. Sub-Total
23. DELIVER TO F.O.B. ON OR BEFORE (Date) 09/25/2005	24. SHIP VIA	26. ESTIMATED FREIGHT	27. TOTAL

28. ACC LINE	29. ACCOUNTING CLASSIFICATION					30. DISTRIBUTION	31. AMOUNT
	A	B	C	D	E		
01	4041	33200					

31a. ISSUING OFFICE NAME AND ADDRESS USDA-FCS Administrative Services Division 3101 Park Center Drive Alexandria, VA 22302	31b. ORDERED BY (Name and Title) TINA M. NEVITT, Contracting Officer
	31c. COMMERCIAL PHONE (Area Code and Number) (703) 305- 2265
	31d. FTS PHONE NO.
	31e. AUTHORIZED SIGNATURE <i>see page # 2</i>

ISSUING OFFICE

UNITED STATES DEPARTMENT OF AGRICULTURE

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SHIP TO



11. Consignee, Address, Zip, Code, and Place of Inspection and Acceptance  
USDA/FNS/OANE  
3101 PARK CENTER DRIVE  
ALEXANDRIA, VA 22302  
Room: 1020

PHONE (AC&No )

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
Vendor Phone: (202) 973- 5800 Tech.Contact: DONNA BAILEY JOHNSON, (703) 305- 2585								

20a. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)( )

21. FOB Point Destination	22. DISCOUNT AND/OR NET PAYMENT TERMS Net 30 Days	22a. TYPE COMMODITY/ PAYMENT CODE O	25. Sub-Total	183,771.08
23. DELIVER TO F.O.B. ON OR BEFORE (Date) 09/25/2005	24. SHIP VIA	26. ESTIMATED FREIGHT	27. TOTAL	183,771.08

28. ACC LINE	29. ACCOUNTING CLASSIFICATION					30. DISTRIBUTION	31. AMOUNT
	A	B	C	D	E		
01	4041	33200					

31a. ISSUING OFFICE NAME AND ADDRESS  
USDA-FCS  
Administrative Services Division  
3101 Park Center Drive  
Alexandria, VA 22302

31b. ORDERED BY (Name and Title)  
TINA M. NEVITT, Contracting Officer

31c. COMMERCIAL PHONE (Area Code and Number)  
(703) 305- 2265

31e. AUTHORIZED SIGNATURE  
*Tina M. Nevitt*

31d. FTS PHONE NO.

ISSUING OFFICE

## Statement of Work

### C.1 Background

The Food and Nutrition Service (FNS) of the U.S. Department of Agriculture (USDA) is seeking a contractor with experience in pre show movie theatre advertisement to develop and implement a distribution plan for advertising Eat Smart. Play Hard.™ (ESPH) Campaign movie stills. The purpose of this Statement of Work is to identify necessary staff, facilities, and other resources to distribute ready-made campaign movie theatre advertising stills to movie theatres in specific locations throughout the country.

FNS administers the 15 nutrition assistance programs of the USDA (<http://www.fns.usda.gov/fns/>). The mission of FNS is to provide children and needy families' better access to food and a more healthful diet through its nutrition assistance programs and comprehensive nutrition education efforts. FNS has elevated nutrition and nutrition education to a top priority in all of its programs. In addition to providing access to nutritious food, FNS also works to empower program participants with knowledge about the link between diet and health.

Key Programs that FNS administers include the Food Stamp, Child Nutrition, Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), and Commodity Assistance. These programs offer assistance throughout the life cycle and often reach multiple members of families. The ability of these programs to connect with millions of participants through thousands of program sites and a variety of staff increases their potential efficacy in delivering effective nutrition education. FNS programs use a variety of channels and tools to reach the target populations to promote healthy eating and nutrition education.

The ESPH Campaign is a FNS nutrition education and promotion campaign. It is designed to convey science-based, behavior-focused and motivational messages about healthy eating and physical activity. The goal of the campaign is to persuade families to adopt behaviors that are consistent with the *Dietary Guidelines for Americans* and the *Food Guide Pyramid*. Please visit the Eat Smart. Play Hard.™ website to learn more about the campaign (<http://www.fns.usda.gov/eatsmartplayhard/>).

FNS launched ESPH in July 2000. The campaign uses Power Panther™ as the primary communication vehicle for delivering nutrition and physical activity messages to school-aged children and their caregivers participating or eligible to participate in FNS nutrition assistance programs. The campaign is designed to make positive changes in eating and physical activity behaviors in order to improve long-term health. Support materials for the campaign include posters, a national slogan, caregiver brochures, activity sheets for kids, a bookmark, book covers, slicks, songs and other materials. The goal of utilizing movie theatre advertising is to reinforce the campaign message and to communicate

behavior focused nutrition education and physical activity messages to children and caregivers, to encourage positive lifestyle patterns.

The primary audience for the movie theater advertising is parents of children between the ages of 8 to 12. The secondary audience is children.

## **C.2 General Requirements**

Offerors shall submit proposals that include but are not limited to the following:

1. A twelve to fourteen week movie theatre advertising plan
  - Identify theatres within a specific area based on a geographic target area selected by FNS
  - Estimate the audience reach for each theatre within the specific geographic area included in the plan
  - Describe the process that will be used to distribute the ESPH movie stills developed by FNS and include samples of other advertising that will be distributed with the ESPH movie stills
  - Include the number of cities, theatres, and screens
2. Implementation timeline of the movie theatre advertising plan
  - Deliver campaign stills to the identified target theaters and audience
  - Communicate any unanticipated problems or changes to appropriate FNS staff
3. Outline content of a monitoring report providing results of campaign pre show movie theatre advertising that include at least the following:
  - the actual theatre participation for each area; and,
  - the theatre ticket sales for movies showing the ESPH stills
4. Technical requirements for the movie stills for theaters included in the proposal including items such as format for stills (digital or other).

FNS expects the contractor to provide a detailed plan in their proposal of how they will execute a pre show movie theatre advertising strategy to enhance and further the ESPH Campaign efforts. The movie theater stills will be developed by FNS and will be distributed by the contractor.

## **C.3 Tasks**

The following paragraphs describe the tasks for this requirement.

### **C.3.1 Task 1 Orientation Teleconference**

Within ten days after award of the task order the contractor shall consult via telephone and e-mail with FNS to schedule the initial orientation teleconference and prepare the agenda. Within 30 days of the task order award, key members of the contractor's project team shall participate in a face to face meeting, with FNS staff in Alexandria, Virginia to discuss project objectives and plans.

The meeting will include, but is not limited to:

- Clarification of tasks and deliverables
- Review of the schedule of deliverables
- Procedures for obtaining FNS approval on deliverables
- Procedures for reporting progress, expenditures and problems
- Protocol for communication between the contractor and FNS staff
- Review and discuss the proposed approach and clarify as needed.

Within one week after the orientation teleconference, the contractor shall provide FNS with a summary of the teleconference. This summary shall clearly identify any decisions made during the teleconference and issues or decisions raised but left unresolved. With respect to the latter, the summary shall identify steps to resolve outstanding issues.

### **C.3.2 Task 2 Prepare a Pre Screen Show Movie Advertising Plan**

Based on information provided by FNS, the contractor will revise the Pre-Show Movie Theatre Advertising Plan submitted in their proposal, which will describe all activities associated with the distribution of ESPH images and messages. The plan will detail the anticipated number of theatres that will show the campaign images for the twelve to fourteen week period and the locations of the theatres within specified geographic areas (contractors should consider Idaho, Kansas, District of Columbia and Virginia for the purposes of this proposal). Also included in this plan will be a description of the process used to complete the movie theatre advertising. The plan will describe the number of times each of the campaign images will be shown as well as the length of time the audience will view each image.

### **C.3.3 Task 3 Implement the Pre Screen Movie Advertising Plan**

Upon approval of the plan, the contractor shall implement the advertising strategy during the selected distribution periods. The contractor will provide brief monthly written updates about the progress of the plan and communicate any needed changes in advance for FNS concurrence. If unforeseen problems arise, the contractor will make the Contracting Officer's Representative (COR) aware of unforeseen problems. The contractor will request approval of proposed changes and alert COR to problems via e-mail or written correspondence.

### **C.3.4 Task 4 Track Actual Theatre and Patron Participation**

At the end of the distribution period, the contractor will complete a report based on the approved report outline that at a minimum details the participating theatres and the estimated patron count based on ticket sales. Narrative and tables may be used to describe the reach of the advertising campaign. The contractor will describe how the actual campaign may have varied from the Pre Screen Show Movie Theatre Advertising

Plan. This report shall be submitted no later than 30 days after the end of the distribution period and may be revised based on comments from the COR (up to 2 revisions prior to the final).

### **C.3.5 Task 5 Quarterly Meetings and Monthly Reports**

The contractor shall participate in four (4) quarterly meetings and 12 monthly conference calls with FNS to review the progress of the contract deliverables. Quarterly meetings shall be held at FNS Headquarters in Alexandria, Virginia. Within three (3) business days of the meetings and calls, the contractor shall provide to the COR a report that includes a summary of the meetings and/or conference calls and outlines the result of any significant outcomes related to the tasks. The summary shall confirm the agreement reached on each task.

#### **Deliverables**

1. Orientation Meeting Minutes
2. Pre Show Movie Theatre Distribution Plan
3. Implement Movie Advertising Plan
4. Theatre and Patron Participation Report
5. Quarterly Meetings Reports
6. Monthly Meeting Reports