**Public Service Announcement Development**

**Performance Work Statement**

***\*Note that this sample has been revised from the source document on the Government Point of Entry as necessary to align formatting and applicable FAR procedures.\****

**Title:** Public Service Announcement Development for Lead Based Paint

**I. Period of Performance**

The period of performance for this purchase order will be

**Base Period** –Date of Award- Oct 31, 2021

**Option Period**: November 1, 2021-October 31, 2022 (Task 6 only)

**II. Background**

The prevalence of childhood lead poisoning in the U.S. is a problem, especially in underserved communities. According to the Centers for Disease Control and Prevention, about 1 in 30 children (3.3%) in America, in 2015, had elevated levels of lead in their blood greater than or equal to 5 micrograms per deciliter. This is because approximately 30 million American homes still contain lead based paint, and dwellings in disrepair are a major source of exposure.

Major metropolitan areas in Region 7 have some of the highest incident rates of elevated blood-lead levels (EBLL) in the country, higher than the national rate of lead poisoning. While lead-based paint was banned for residential use in 1978, much of today’s housing stock was built before 1978 and may contain lead-based paint. The 2017 Census Bureau data indicates that more than 57% of occupied homes were built prior to 1978. In Springfield, Greene County, 45% of occupied homes were built prior to 1978. According to data compiled by the Missouri Department of Health and Senior Services in 2017, approximately 15% of children under 6 years old were tested for lead in Greene County. Of the children tested, 2.5% had elevated blood lead levels of 5 µg/dL or greater while 15% had levels in the range of 3 – 4.9 µg/dL. The goal is to increase testing in the focus areas of zip codes 65802 and 65803.

**III. Objective/Purpose**

The contractor shall provide the necessary personnel, facilities and equipment, to produce three public service video announcements (PSA) and three audio PSA’s. Each PSA will focus on protecting families from lead-based paint hazards and getting children tested. During the option period the contractor will Distribute and Task Consumption/Engagement of the Public Service Announcements only.

**IV. Assumptions and Constraints**

The contractor shall perform this work as efficiently as possible. It is important that the contractor shall distribute the PSA’s to the agreed upon media market and that they track consumption and engagement analytics**.**

**V. Tasks**

**Task 1: Produce Video Scripts and Storyboards**

The contractor shall produce three video scripts and storyboards. One each for a 1 minute, 30 second, and 15 second PSA. Each storyboard shall visually depict general setting and action in each scene. Each script shall describe the specific hazards of lead-based paint and how to prevent lead poisoning. Each script shall encourage child blood lead level testing or screening and who to contact. Scripts shall be based on information provided to the contractor by EPA Region 7. Scripts shall be written in two-column A/V or theatrical format and must include visual and audio in complete detail. Completed scripts and storyboards are due to Subject Matter Expert (SME), within 2 weeks of contract award. EPA staff shall review and provide comments and request edits. After receipt of EPA comments, final scripts shall be delivered to EPA by contractor not later than 1 week after receipt of EPA comments.

**Task 2: Produce Audio PSA Scripts**

Based on information in EPA approved video scripts, the contractor shall produce three audio PSA scripts. One each for a 1 minute, 30 second, and 15 second PSA. Completed audio scripts are due to SME, within 2 weeks of contract award. EPA staff shall review and provide comments and request edits. After receipt of EPA comments, final radio PSAs are due to SME by the contractor not later than 1 week after receipt of EPA comments.

**Task 3: Provide Voice Over Recording**

Contractor shall identify talent and send screen sample video recordings based on approved scripts. Contractor shall provide voice over recording samples of at least 3 individuals proposed for video and audio PSA’s. Recordings shall be in .mp4 and .mp3 format. Sample recordings are due to SME, within 3 weeks of contract award. After receipt of EPA comments, final recordings are due to SME by the contractor not later than 1 week after receipt of EPA comments.

**Task 4: Research Audiences**

Working with EPA, contractors shall identify primary and secondary audiences in the Springfield, Missouri geographic area for video and audio PSA distribution. Contractor shall identify and present all proposed distribution channels, including radio, social media, and digital/web. Channels include but are not limited to all relevant television stations, radio stations, and digital platforms for advertising, such as Google Ad Manager. Distribution shall be planned and funded for one calendar year by contractor. Distribution information is due to SME, within 4 weeks of contract award. EPA will review and approve all proposed channels, delivery methods, and frequency of publication for PSA distribution prior to deployment. After receipt of EPA comments, final distribution information is due to SME by the contractor not later than 1 week after receipt of EPA comments.

**Task 5: Produce Audio/Video and Deliver Digital Platform**

Contractor shall produce EPA approved audio and video PSA’s and deliver via digital platforms, such as Dropbox or Adobe Creative Cloud, to SME, for review. Contractor shall provide all relevant 508 compliant scripts and closed captioning files to SME. PSA’s are due to SME, within 8 weeks of contract award. After receipt of EPA comments, final PSA’s are due to SME by the contractor not later than 1 week after receipt of EPA comments.

**Task 6: Distribute and Track Consumption/Engagement**

After PSA final approval, the contractor shall distribute to all required media channels within the Springfield, Missouri geographic area continually for one year. All video and audio broadcasts shall adhere to 508 compliant standards as they apply to specific delivery platforms. Contractor shall monitor performance of PSA via available means, agreed upon by EPA, using tools such as Google analytics and Neilson data, and generate monthly performance reports to EPA based on approved analytics for one calendar year.

**VI. Acceptable Level of Quality**

The Contractor shall edit all grammatical errors in scripts and errors in radio/video that would require a resubmission of the work product. Please see QASP for a more detailed description of acceptable level of quality.

**VII. Schedule of Deliverables**

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| **Tasks** | **Description** | **Time Frame** | **Dates** |
| Task 1 | Draft Scripts and storyboards | 2 wks from award | TBD |
| Task 2 | Draft Audio PSAs | 2 wks from award | TBD |
| Task 3 | Identify Talent and send screen sample video recording | 3 wks from award | TBD |
| Task 4 | Identify Primary/Secondary for video and audio  PSA distribution | 4 wks from award | TBD |
| Task 5 | Produce approved radio/video PSA’s via digital  platform (Dropbox or Adobe Creative Cloud) | 8 wks from award | TBD |
| Task 6 | Distribute to media channels for 1 year and  generate monthly performance reports | Monthly | TBD |