**Videography and Photography Support Services**

**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.\****

**Introduction**

The Natural Resources Conservation Service (NRCS) is an agency of the U.S. Department of Agriculture that provides one-on-one, personalized advice on the best solutions to meet the unique conservation and business goals of those who grow our nation’s food and fiber. NRCS helps landowners make investments in their operations and local communities to keep working lands working, boost rural economies, increase the competitiveness of American agriculture, and improve the health of our air, water, and soil. NRCS also generates, manages, and shares the data, research and standards that enable partners and policymakers to make decisions informed by objective, reliable science. For more information, visit [www.tx.nrcs.usda.gov](http://www.tx.nrcs.usda.gov).

**Background Information**

Each year, the National Organization of Professional Black Natural Resources Conservation Service Employees recognizes a farmer as the recipient of the Lloyd Wright Small Farmer Award. The award nomination process requires a video entry. NRCS often works with those nominated for the award and is a key entity in making award nominations.

**Performance Objectives and Standards**

The aim of this project is the successful completion of a short video (around 5 minutes in length) and supporting still photography that will profile Kimberly Ratcliff on her ranch in Oakwood, Texas, and the conservation work she has done with the NRCS. This video and supporting photographs will be exhibited at the National Organization of Professional Black Natural Resources Conservation Service Employees Conference in December of 2020 as part of the Lloyd Wright Small Farmer Award program.

The contractor will produce a short video with footage obtained on-location at Kimberly Ratcliff’s farm and will include an interview with her and an interview with Willie Holmon, NRCS outreach specialist. The local NRCS district conservationist may also be interviewed. The contractor will also provide a professional photographer to capture a minimum of 50 digital images. Photographers and videographers will work cooperatively to gather photos and video.

The photographer and videographer shall provide one day of on-site service, which may require travel the day before and the day after. Contractor(s) will arrange for their own travel to the shoot location and meet NRCS staff at the designated location at the designated time. They will receive a minimum of two weeks’ notice prior to the beginning of a shoot. All equipment and supplies required to perform work shall be provided by the photographer and videographer. NRCS will not furnish any equipment except for any needed props for the video and photography. NRCS will arrange access to the site and will work with photographers and videographers to set up and stage photos and capture video.

Contractor will shoot video in HD (high definition) or 4K with equipment owned and/or furnished by the vendor. Obtaining drone (aerial) video footage is required.

Digital images shall be taken with a digital camera owned by the photographer producing images at a resolution of 4,920 x 3,264 (16 megapixel) or higher. Photographers will not use any special filters that add special effects to the photos. Contractor will provide a camera and any other equipment needed to obtain photos.

Contractor will deliver photos as jpeg images to NRCS on an external hard drive or USB flash drive provided by the photographer or through an online mechanism for online transfer of photos. Each drive will include a complete set of all photos to be delivered to NRCS.

**Pre-Production:**  NRCS will have initial meetings with contractors to develop script outlines and interview questions. NRCS will make staff and landowner, Kimberly Ratcliff, available to develop project objectives and outline. NRCS staff will work with contractors to plan on-location for shooting of video (interviews, b-roll and aerials) and photography. Contractor will provide an outline of the production schedule and deadlines.

**Production:** Contractor will provide all equipment needed to obtain video and photography. Contractor will manage equipment, crew, and production schedule on the day of shooting footage and obtaining photography. Contractor will be responsible for principal photography, aerial photography, audio recording, lighting, and basic set design on location.

**Post-Production and Deliverables of Videographer:** Contractor will supervise post-production schedule and deliverables to meet deadlines. Contractor will produce a video approximately 5 minutes in length. Video will include interviews, narration, graphics, and b-roll to support narrative. Final video will be provided to NRCS by day/month/year

**Video Timeline:** Contractor will complete video and photo shoot by day/month/year. Contractor will provide drafts of the video to NRCS for review by day/month/year. NRCS will provide edits to contractors within two weeks of receiving a draft. Contractor will make edits and provide revision to NRCS within two weeks of receiving edits. NRCS will provide final approval (or additional edits) within two weeks of receiving revised product. Final production and b-roll shall be delivered to NRCS on an external hard drive designed for video storage by October 1, 2020. External hard drives will be provided by the contractor. Contractor will also provide all video shots for production (b-roll), whether used in the final edit or not.

**Expected Accomplishments and Deliverables of Photographer:** Contractor will provide a minimum of 50 high quality digital images. Contractor will deliver photos as jpeg images to NRCS on an external hard drive or USB flash drive provided by the photographer or through an online mechanism for online transfer of photos. Each drive will include a complete set of all photos to be delivered to NRCS. Photographers will not use a filter or any other editing tools that limit the ability of NRCS to crop photos.

**Rights:** All videos and images obtained during the video shoot shall be the sole property of NRCS. NRCS shall have exclusive rights to all imagery.