Video Action, Inc. is a woman-directed, not-for-profit production company founded in 1990. Over the last three decades, our award-winning production team has created more than 550 videos with nonprofit and government customers.

General Services Administration

Federal Supply Service

Authorized Federal Supply Schedule Price List

**Multiple Award Schedule**

**Federal Supply Group:** MAS

**Contract Number:** 47QRAA20D002Y

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov.

**Contract Period:**
December 13, 2019 – December 12, 2024

Pricelist current through Modification #PS-A812, effective February 04, 2020.

**Contractor:**

Video Action, Inc.

1200 18th Street NW, Suite 300

Washington, DC 20036

www.videoaction.org

**Contract Administrator:**

Robin Smith

(202) 338-1094 (Phone)

(202) 342-2660 (Fax)

robin@vaf.org

**Business Size:** Not-for-profit Business

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is www.GSAAdvantage.gov.
Providing voices for those whose voices are rarely heard.
Telling stories of people who shepherd programs that work.
Creating media that changes lives.

A not-for-profit production company founded in 1990 by award-winning filmmaker Robin Smith, Video/Action has produced more than 500 videos and won hundreds of national awards.

Video/Action collaborates with community activists, innovative social justice and educational programs, cultural institutions, and businesses to produce television documentaries and broadcast-quality videos for training, fundraising, and personal tributes. We have developed a unique niche by working primarily with organizations that have no prior experience in video production.

Many of our productions include substantial outreach components in the form of on-line postings, training workshops, multi-media programs for youth, apprenticeships, study guides, and discussion groups. Our distribution campaigns have impacted targeted populations with tremendous success.

We take the time to know our clients and get to the heart of their stories. We identify their voices. We tell their stories organically and truthfully. We create media that changes lives.

Video/Action is a woman-directed, full-service video production company offering a highly experienced production team and meticulous attention to detail. The six key phases of our collaborative production process are:

- **Planning** – We work directly with the client to distill key messages and shape the story.
- **Field Production** – We manage all logistics for location filming.
- **Writing and Editing** – We share a rough cut with the client for feedback/revisions.
- **Fine Cut Editing** – We talk through revisions with the client before making final edits and enhancements.
- **Final Delivery** – We provide the client with a polished final product that includes music, graphics, and closed captions if required.
- **Distribution** – Upon completion of the video, we help the client shape a distribution strategy to ensure exposure to the widest possible audience.

Video/Action’s satisfied clients range from small community nonprofits to public and private companies to U.S. government agencies. For nearly three decades we’ve created top-quality media exploring their powerful stories and providing a vital voice.

We’d be honored to tell your story.
1a. Awarded Special Item Numbers

<table>
<thead>
<tr>
<th>SIN</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>512110</td>
<td>Video/Film Production</td>
</tr>
<tr>
<td>541810</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Other Direct Costs for Marketing and Public Relations Services</td>
</tr>
<tr>
<td>OLM</td>
<td>Order Level Materials</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Labor Category Title</th>
<th>Minimum Education</th>
<th>Minimum Years of Experience</th>
<th>Fully Loaded Price (including IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Producer</td>
<td>Masters</td>
<td>15</td>
<td>$85.00</td>
</tr>
<tr>
<td>Senior Producer</td>
<td>Masters</td>
<td>10</td>
<td>$68.00</td>
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<tr>
<td>Creative Director</td>
<td>Masters</td>
<td>5</td>
<td>$75.00</td>
</tr>
<tr>
<td>Producer/Director/Writer</td>
<td>Bachelors</td>
<td>3</td>
<td>$70.00</td>
</tr>
<tr>
<td>Production Manager</td>
<td>Associates</td>
<td>3</td>
<td>$60.00</td>
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<tr>
<td>Field Producer</td>
<td>Bachelors</td>
<td>2</td>
<td>$45.00</td>
</tr>
<tr>
<td>Associate Producer</td>
<td>Bachelors</td>
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<td>$37.00</td>
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<tr>
<td>Digital Photographer</td>
<td>Bachelors</td>
<td>2</td>
<td>$95.00</td>
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<tr>
<td>Audio Recordist</td>
<td>Bachelors</td>
<td>2</td>
<td>$50.00</td>
</tr>
<tr>
<td>Production Assistant</td>
<td>High School</td>
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<td>$31.60</td>
</tr>
<tr>
<td>Digital Video Editor</td>
<td>Bachelors</td>
<td>3</td>
<td>$76.50</td>
</tr>
</tbody>
</table>

**Service Contract Labor Standards:** The Service Contract Labor Standards (SCLS) is applicable to this contract as it applies to the entire Multiple Awards Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and/or when the contractor adds SCLS labor categories/employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.
## 541810ODC Other Direct Costs

<table>
<thead>
<tr>
<th>Support Product/(ODCs)</th>
<th>Unit of Issue</th>
<th>Ceiling Price/Rate (including approved Markup and IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Person High Definition Camera Crew</td>
<td>Day</td>
<td>$3,280.73</td>
</tr>
<tr>
<td>Audio Design and Mix</td>
<td>Hour</td>
<td>$287.78</td>
</tr>
<tr>
<td>Off-line Editing System</td>
<td>Hour</td>
<td>$86.34</td>
</tr>
<tr>
<td>On-line Editing System</td>
<td>Hour</td>
<td>$172.67</td>
</tr>
<tr>
<td>Original Music Composition</td>
<td>Per Finished Minute</td>
<td>$690.68</td>
</tr>
<tr>
<td>Camera Operator w/Gear</td>
<td>Day</td>
<td>$2,532.49</td>
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<tr>
<td>Audio Recordist w/Gear</td>
<td>Day</td>
<td>$1,151.13</td>
</tr>
<tr>
<td>Other Special Equipment</td>
<td>Allowance</td>
<td>$287.78</td>
</tr>
<tr>
<td>Studio Space</td>
<td>Allowance</td>
<td>$287.78</td>
</tr>
<tr>
<td>Video Graphics and Animation</td>
<td>Allowance</td>
<td>$14,389.17</td>
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<tr>
<td>Licensing Fees</td>
<td>Allowance</td>
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<td>Accessibility Services</td>
<td>Allowance</td>
<td>$978.46</td>
</tr>
<tr>
<td>Production Materials</td>
<td>Allowance</td>
<td>$1,579.17</td>
</tr>
</tbody>
</table>
1b. **Identification of lowest unit price for each special item number awarded in the contract:**
See prices in tables on pages 3 and 4.

1c. **Labor prices are fully loaded hourly rates.**
Labor Category descriptions including job titles, general experience required, functional responsibility and minimum education (or equivalent) for employees and subcontractors performing these services is provided on pages 6 to 9. Descriptions of Other Direct Costs can be found on page 10.

2. **Maximum Order:** $1,000,000.00
3. **Minimum Order:** $100.00
4. **Geographic Coverage:** Domestic and Overseas - Worldwide
5. **Point of Production:** Same as company address
6. **Prices Shown Herein are Net** (discount deducted)
7. **Quantity Discount:** Not Applicable
8. **Prompt Payment Terms:** Net 30 Days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
9. **Notification that Government purchase cards are accepted at or below the micro-purchase threshold.** Will accept
10. **Foreign Items:** Not Applicable
11a. **Time of Delivery:** As specified on Task Order.
11b. **Expedited Delivery.** Contact Contractor
11c. **Overnight and 2-Day Delivery.** Contact Contractor
11d. **Urgent Requirements.** Contact Contractor
12. **FOB Point:** Destination

13a. **Ordering Address:** Video Action, Inc; 1200 18th Street NW, Suite 300; Washington, DC 20036
13b. **Ordering Procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. **Payment Address:** Video Action, Inc; 1200 18th Street NW, Suite 300: Washington, DC 20036
15. **Warranty Provision:** Standard Commercial Warranty terms and conditions.
16. **Export Packing Charges:** Not Applicable
17. **Government Purchase Card Acceptance:** Contact Contractor for terms and conditions.
18. **Terms and conditions of rental, maintenance, and repair:** Not Applicable
19. **Terms and conditions of installation:** Not Applicable
20a. **Terms and conditions of repair parts:** Not Applicable
20b. **Terms and conditions for any other services.** Not Applicable
21. **List of service and distribution points:** Not Applicable
22. **List of participating dealers:** Not Applicable
23. **Preventive maintenance:** Not Applicable
24a. **Special attributes such as environmental attributes (e.g. recycled content, energy efficiency, and/or reduced pollutants):** Not Applicable
24b. **Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services. EIT standards can be found at:** www.Section508.gov/
25. **All video and multimedia products created by the contractor will include accessibility services in compliance with Section 508 guidelines.** Services include the creation of captioning files, audio navigation, visually described scripts and any other specialized enhancement requested by the customer.
25. **DUNS Number:** 785103383
26. **Video Action, Inc. is registered in the System for Award Management (SAM) database.**
EXECUTIVE PRODUCER

Minimum/General Experience: Has at least 15 years of experience working on the production of documentary films, training videos, special event presentations, and/or public service announcements.

Functional Responsibility: The Executive Producer is the CEO of the entire production team and oversees all aspects of the production; Works with the most senior members of the client organization during project planning, video production and final delivery to ensure that the customer’s overall project direction and expectations are being met; Works closely with the Creative Director on all aspects of the artistic process, including the transformation of ideas and concepts into well-researched creative briefs, supervision of writing from concept outlines to final scripts, and management of editing activities from the assembly of rough cuts to the completion of final products.

Minimum Education: Advanced degree in Media Production/Communications is preferred; Bachelor’s degree in Journalism, Media Production/Communications or Liberal Arts plus 20 years of industry experience that demonstrates a consummate understanding of the resources and tactics required to supervise creative and technical personnel, manage production budgets and produce video and multimedia products with high-quality production values plus recognition for excellence from professional organizations would be an equivalent.

SENIOR PRODUCER

Minimum/General Experience: Has 10 years of experience as a Creative Director and/or Producer/Director/Writer involved in the creation of documentary films, training videos, special event presentations, and/or public service announcements.

Functional Responsibility: The Senior Producer is a member of the senior leadership team and provides programmatic support to the Executive Producer with responsibilities related to the formulation and implementation of project management policies and operating practices; Participates in project planning meetings with the client; Writes creative briefs and technical reports; Develops appropriate line item budgets and realistic production task time lines for all projects; Participates in client review activities; Coordinates post-production activities to assure delivery of final products that meet and/or exceed the client’s expectations.

Minimum Education: Advanced degree in Journalism or Media Production/Communications is preferred; Bachelor’s degree in Journalism, Media Production/Communications or Liberal Arts plus industry experience with a focus on project management that exceeds the minimum requirement of 10 years and demonstrates a consummate understanding of the best practices required to produce videos and multimedia products with high-quality production values would be considered an equivalent.

CREATIVE DIRECTOR

Minimum/General Experience: Has at least 5 years of experience as a Producer/Director/Writer conceptualizing creative approaches and developing content for documentary films, training videos, special event presentations, and/or public service announcements.

Functional Responsibility: The Creative Director is a member of the senior leadership team and works closely with the client to transform ideas and concepts into well-researched creative briefs, compelling video scripts, and visually provocative final products with high production values; Participates in project planning, client meetings and review activities throughout the production process; Provides artistic guidance to all members of the creative and technical production team to assure the creation and delivery of final products that meet or exceed the client’s expectations; NOTE: The Creative Director is the CEO of the entire production team on projects that do not have an Executive Producer or Senior Producer assigned to the production.
**Minimum Education:** Advanced degree in Journalism or Media Production/Communications is preferred; Bachelor’s degree in Journalism, Media Production/Communications or Liberal Arts plus 7 years of industry experience as a creative contributor to media productions and recognition for excellence from professional organizations would be considered an equivalent.

**PRODUCER / DIRECTOR / WRITER**

**Minimum/General Experience:** Has at least 3 years of experience as a Field Producer, Digital Photographer and/or Associate Producer working on documentary films, training videos, and/or public service announcements; Must be a clear communicator with exceptional visual, research, interviewing and listening skills.

**Functional Responsibility:** The Producer/Director/Writer is an editorial member of the production team; Works closely with senior leadership on the creation of all content needed for a production; Participates in planning meetings; Assists in the development of creative briefs and the assembly of the right technical team to do the job well; Directs camera crews with regard to camera position and use of lighting; Wrangles talent; Conducts interviews; Logs footage; Writes scripts; Oversees the editing of rough cuts; Participates in client review activities; Supervises post-production activities, including the creation of graphics, composition of music scores, audio sweetening, final mixing and creation of captioning files; Prepares elements for final delivery.

**Minimum Education:** Bachelor’s degree program in Journalism, Filmmaking, Media Production, Communications or Liberal Arts is preferred; High school diploma plus 8 years of industry experience that demonstrates an excellent understanding of the resources and tactics required to produce video and multimedia presentations with high-quality production values would be considered an equivalent.

**PRODUCTION MANAGER**

**Minimum/General Experience:** Has 3 years of experience in business accounting with audio/visual production companies creating documentary films, training videos, special event presentations, and/or public service announcements; Is familiar with government contracting procedures and proficient in QuickBooks.

**Functional Responsibility:** The Production Manager provides administrative support to the senior leadership team with financial operations responsibilities that include corporate accounting practices and project budget management; Oversees the hiring of all production personnel; Manages the company’s Small Business Subcontracting Plan; Keeps abreast of government travel guidelines; Reviews travel requests; Processes payroll and expense reimbursement; Maintains the books; Prepares monthly invoices for clients; Files financial reports.

**Minimum Education:** Associate Degree or undergraduate certificate in business accounting is preferred; High school diploma plus 5 years of industry experience that demonstrates a consummate understanding of business accounting best practices in the field of artistic and creative endeavors would be considered an equivalent.

**FIELD PRODUCER**

**Minimum/General Experience:** Has at least 2 years of industry experience as a Digital Photographer, Associate Producer and/or Production Assistant working on documentary films, training videos, and/or public service announcements; Must be highly organized and have strong research, interviewing, listening and writing skills.

**Functional Responsibility:** The Field Producer is an editorial member of the production team; Works closely with senior leadership and the Producer/Director/Writer on the acquisition of audio and video content needed for a production; Coordinates logistics for camera shoots and audio recording sessions; Supervises the
work of camera crews in the field; Conducts interviews when there is no Producer/Writer/Director on site; Logs footage; Assists in the writing of scripts, editing of rough cuts, execution of post-production activities and preparation for final delivery, including the creation of visually-described scripts, organization of release forms and licensing agreements and the assembly of high resolution and compressed media files on a hard drive.

**Minimum Education:** Bachelor’s degree program in Journalism, Media Production, Communications or Liberal Arts is preferred; High school diploma plus 6 years of industry experience that demonstrates an excellent understanding of the resources and tactics required to produce media products with high-quality production values would be considered an equivalent.

**ASSOCIATE PRODUCER**

**Minimum/General Experience:** The Associate Producer is an apprenticeship position for creative professionals interested in developing multimedia production skills required of a Producer/Director/Writer; Must be highly organized and have good research, interviewing, listening and writing skills.

**Functional Responsibility:** The Associate Producer is an editorial member of the production team; Assists in all aspects of a production, including story research, content development, logistics for field shoots, preparation for edit sessions; acquisition of stock footage, management of release forms and licensing agreements, preparation of final scripts and the organization of materials for final delivery.

**Minimum Education:** Bachelor’s degree in Journalism, Media Production, Communications or Liberal Arts is preferred; High school diploma plus 4 years of industry experience that demonstrates an excellent understanding of the resources and tactics required to produce media products with high-quality production values would be considered an equivalent.

**DIGITAL PHOTOGRAPHER**

**Minimum/General Experience:** Has at least 2 years of experience creating artful imagery for films and videos with high production values.

**Functional Responsibility:** The Digital Photographer is both an editorial and technical member of the production team who operates digital cameras capable of recording high definition live action footage and still photographs; Provides electronic live action footage and computer-based photography in formats suitable for non-linear editing systems.

**Minimum Education:** Bachelor’s degree in liberal arts is preferred; High school diploma plus 6 years of industry experience that clearly demonstrates an understanding of the resources and tactics required to produce video and multimedia presentations with high-quality production values would be considered an equivalent.

**AUDIO RECORDIST**

**Minimum/General Experience:** Has at least 2 years of industry experience working in a variety of broadcasting and media fields.

**Functional Responsibility:** The Audio Recordist is a technical member of the production team who works closely with the camera operator to capture audio in a variety of settings including in a recording studio, on a film set and on location in the field; Sets up and maintains all audio equipment needed to record high quality sound including microphones, cable, monitors, speakers and sound mixer.

**Minimum Education:** Bachelor’s degree in liberal arts is preferred; Specialized training in multimedia production in high school, college or vocational school coupled with 6 years of industry experience as an audio engineer or recordist would be an equivalent.
**PRODUCTION ASSISTANT**

**Minimum/General Experience:** The Production Assistant is an entry level position for creative and technical personnel interested in acquiring hands-on experience creating video and multimedia presentations with high-quality production values; Must be prompt and highly organized; Demonstrate an aptitude for working with cameras, lights, audio recording equipment and digital assets; Demonstrates an interest in developing good research, interviewing, listening and writing skills.

**Functional Responsibility:** The Production Assistant can be either an editorial, technical or administrative member of the production team; Assists all members of the production team as needed; Provides logistics and media management support with responsibilities related to file transfers, footage logging and digital asset archiving.

**Minimum Education:** High school diploma or equivalent is required.

**DIGITAL VIDEO EDITOR**

**Minimum/General Experience:** Has 5 years of experience editing films and videos with high production values, including 3 years of experience creating digital multimedia products; Is proficient in Avid and Adobe Creative Suite and various DVD authoring and professional compression software; Has a good eye for design, layout and detail.

**Functional Responsibility:** The Digital Video Editor is both an editorial and technical member of the production team and provides a full range of services as an editor on non-linear edit systems; Digitizes footage; Assembles string outs and rough cuts for review; Works closely with all members of the production team on the creation of finished program material for customer approval; Works with color correction; Prepares files for the audio mix; Reviews captioning files for accuracy; Provides multimedia specialist support with responsibilities related to the conceptual design, file format conversions, and production of multimedia products that can be delivered over the Internet, on a CD-ROM, DVD disc and/or other mediated forms; Actively keeps abreast of technological and software developments; Organizes video files and other digital elements on a hard drive for final delivery; Tests all products for errors before final delivery.

**Minimum Education:** Bachelor’s degree in visual arts or media production is preferred; High school diploma plus 9 years of industry experience that clearly demonstrates an understanding of the digital editing skills required to create award-winning media products with high-quality production values would be considered an equivalent.
TWO-PERSON HIGH DEFINITION CAMERA CREW
Two-Person High Definition Camera Crew is a specialized service that includes one Camera Operator, one Audio Recordist and a complete package of high definition audio/video recording equipment.

AUDIO DESIGN AND MIX
Audio Design and Mix is a specialized creative service that provides customers the opportunity to have their soundtracks enhanced with audio sweetening and sound effects before a final mix is exported for placement in their video and multimedia productions.

OFF-LINE EDITING SYSTEM
Off-Line Editing System is a computer-based digital editing system loaded with specialized software used to create “rough cuts” and “string outs.”

ON-LINE EDITING SYSTEM
On-Line Editing System is a professional AVID editing system used to create high resolution broadcast-quality video products suitable for final delivery.

ORIGINAL MUSIC COMPOSITION
Original Music Composition is a specialized creative service that includes a professional music composer and performers who will write and record music that matches the pictures and the mood of a completed video production.

CAMERA OPERATOR W/GEAR
Camera Operator w/Gear is a specialized service and includes one Camera Operator and a complete package of high definition audio/video recording equipment.

AUDIO RECORDIST W/GEAR
Audio Recordist w/Gear is a specialized service that includes one Audio Recordist and a complete package of high definition audio recording equipment.

OTHER SPECIAL EQUIPMENT
Other Special Equipment covers the cost of specialized equipment that Camera Operators w/Gear, Audio Recordists w/Gear and Two-Person High Definition Camera Crews need to augment their own gear in order to do the job properly.

STUDIO SPACE
Studio Space is a video production support item that provides customers with a quiet location where the technical crew can set up camera, lights and audio equipment to facilitate the videotaping of interviews.

VIDEO GRAPHICS AND ANIMATION
Video Graphics and Animation is a specialized creative service that provides customers the opportunity to have high-quality motion graphics created for their video and multimedia productions.

LICENSING FEES
Licensing Fees cover the cost to license copyright materials (i.e., stock imagery, archival photographs, documentary film footage and music) that are used in video and multimedia productions.

ACCESSIBILITY SERVICES
Accessibility Services include the creation of captioning files, audio navigation, visually described scripts and any other specialized enhancement needed by the customer to assure that all our video and multimedia productions are 508-compliant.

PRODUCTION MATERIALS
Production Materials covers the cost of production materials (i.e., portable hard drives to store and/or transport media assets, DVD copies of the final product and any other production-related item) that may be needed for the project.