



**GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICELIST**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!™, a menu-driven database system. The INTERNET address for GSA Advantage!™ is www.gsaadvantage.gov.

Advertising and Integrated Marketing Solutions (AIMS)
FSC Group 541 Part 1
NAICS Code 561920

Contract Number: **GS-23F-0094K**
For more information on ordering from Federal Supply Schedules
click on the FSS Schedules button at <http://www.fss.gsa.gov>

Contract Period: **February 7, 2000 – February 6, 2020**

Pricelist current through Modification # **PO-0008**, dated **February 1, 2015**.

Contractor: Video Action, Inc.
1000 Potomac Street NW
Suite 202
Washington, DC 20007

(202) 338-1094 (phone)
(202) 342-2660 (fax)
Robin@vaf.org

Business Size:
Other Than Small Business

Contract Administrator: Robin Smith

CUSTOMER INFORMATION:

1a. Awarded Special Item Number(s):

Special Item Number (SIN)	Description	Pricing
541-1	Advertising Services	See Table
541-4B	Video/Film Production Services	See Table
541-1000	Other Direct Costs	See Table

**541-1 ADVERTISING SERVICES
541-4B VIDEO/FILM PRODUCTION SERVICES**

Labor Category	Hourly Rate	
	02/01/2014 - 01/31/15	Beginning 02/01/15
Executive Producer	\$75.49	\$77.08
Senior Producer	\$60.49	\$61.76
Creative Director	\$56.68	\$57.87
Field Producer	\$39.68	\$40.51
Associate Producer	\$32.99	\$33.68
Production Assistant	\$28.35	\$28.95
AVID Editor	\$68.03	\$69.46

541-1000 OTHER DIRECT COSTS

	Rate	
	02/01/2014 - 01/31/15	Beginning 02/01/15
High Definition Camera Crew (DAY)	\$2283.12	\$2,331.07
Audio Layback + Mix (HOUR)	\$277.07	\$282.89
AVID 1000 Editing System (HOUR)	\$75.56	\$77.15
AVID 9000 Editing System (HOUR)	\$146.09	\$149.16
Original Music Score (FEE)	\$3022.67	\$3,086.15

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract: Not Applicable.

2. Maximum Order: \$1,000,000*

*If the “best value” selection places your order over the Maximum Order, identified in this catalog/price list, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the

aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the Schedule contract in accordance with FAR 8.404.

3. Minimum Order: \$100
4. Geographic Coverage: 48 contiguous states, Alaska, Hawaii, Puerto Rico, Washington, DC and US Territories. Delivery also includes a port of consolidation point, within the aforementioned areas, for orders received from overseas activities.
5. Point of Production: Not Applicable
6. Prices Shown Herein are Net (discount deducted)
7. Quantity Discount: Not Applicable
8. Prompt Payment Terms: Not Applicable
9. Government Purchase Cards are accepted up to the micro-purchase threshold only.
10. Foreign Items: Not Applicable
- 11a. Time of Delivery: As Specified on Task Order
- 11b. Expedited Delivery: As Specified on Task Order
- 11c. Overnight/2-Day Delivery: Not Applicable
- 11d. Urgent Requirements: Clause I-FSS-140-B of the contract applies. Agencies can contact Robin Smith to affect a faster delivery.
12. FOB Point: Destination
13. Ordering Address: Video Action, Inc.
1000 Potomac Street NW
Suite 202
Washington, DC 20007
14. Payment Address: Video Action, Inc.
1000 Potomac Street NW
Suite 202
Washington, DC 20007
15. Warranty Provisions: Standard Warranty
16. Export Packing charges: Not applicable
17. Terms and conditions of Government Purchase Card Acceptance: Contact Robin Smith for terms and conditions of Government Purchase Card acceptance.
18. Terms and conditions of rental, maintenance, and repair: Not applicable
19. Terms and conditions of installation: Not applicable

20. Terms and conditions of repair parts: Not applicable
21. List of service and distribution points: Not applicable
22. List of participating dealers: Not applicable
23. Preventive maintenance: Not applicable
24. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: Not applicable
25. DUNS Number: 78-510-3383
26. Video Action, Inc. is registered in the Central Contract Registration (CCR) database.

LABOR CATEGORY DESCRIPTIONS

Executive Producer

Minimum/General Experience: Has at least fifteen years experience overseeing the production of documentary films, training videos, special event presentations, and public service announcements

Functional Responsibility: Performs senior level leadership and oversight for long-form and high-production value productions; Works with the most senior members of the client organization to ensure that overall project direction and expectations are being met; Establishes and alters (as necessary) corporate management structure to direct effective contract support activities; Facilitates meetings with senior personnel; Supervises the oversight activities of the Senior Producer and/or Creative Director

Minimum Education: Advanced degree in Media/Communications

Senior Producer

Minimum/General Experience: Has at least ten years experience overseeing the production of documentary films, training videos, special event presentations, and public service announcements

Functional Responsibility: Performs senior level leadership and oversight for long-form and high-production value productions; Works with the most senior members of the client organization to ensure that overall project direction and expectations are being met; Establishes and alters (as necessary) corporate management structure to direct effective contract support activities; Facilitates meetings with senior personnel; Oversees the activities of all contract personnel

Minimum Education: Advanced degree in Media/Communications

Creative Director

Minimum/General Experience: Five years experience conceptualizing creative approach and developing content for documentary films, training videos, special event presentations, and public service announcements

Functional Responsibility: Works closely with the customer to transform ideas, concepts, and/or scripts into actual productions; Performs senior level leadership and oversight on all projects that do not have an Executive Producer and/or Senior Producer assigned to the production

Minimum Education: Advanced degree in Media/Communications

Field Producer

Minimum/General Experience: Two years experience in the field as an Associate Producer or Production Assistant on documentary films, training videos, and public service announcements; Must have very good research, interviewing, and writing skills

Functional Responsibility: The field producer works closely with the Creative Director on the creation of all content needed for a production; Directs camera crews in the field; Conducts interviews; Writes scripts; Oversees the off-line and on-line editing

Minimum Education: Graduate of a four-year degree program.

Associate Producer

Minimum/General Experience: One year experience in the field as a Production Assistant on documentary films, training videos, and/ or public service announcements; Highly-organized; Good research, interviewing, and writing skills

Functional Responsibility: Assists the Field Producer on all aspects of a production, including story research, content development, logistics for field shoots, preparing for edit sessions, acquiring stock footage, managing release forms, and maintaining accurate scripts

Minimum Education: Graduate of a four-year degree program

Production Assistant

Minimum/General Experience: This is an entry level position.

Functional Responsibility: Assists the Creative Director, Field Producer, and Associate Producer as needed; Logs tapes; Handles administrative tasks

Minimum Education: High School Diploma or equivalent required

AVID Editor

Minimum/General Experience: Ten years experience in editing film and videos; Working knowledge of the AVID editing system

Functional Responsibility: Provides a full range of services as an editor on non-linear edit systems; Digitizes footage; Organizes, modifies, and completes finished program material for customer approval by editing the audio and visual elements collected by the Field Producer and Associate Producer into a rough cut, a fine cut, and the final delivery form required by the customer; Works with color correction; Prepares files for the audio mix

Minimum Education: BA degree in Media/Communications or equivalent, or additional years of relevant experience