STATEMENT OF WORK
FREELANCE SERVICES
INVITATION TO QUALIFY (ITQ) CONTRACT

OVERVIEW: The purpose of the Freelance Services ITQ is to qualify responsible and responsive Contractors to address a wide variety of freelance service requirements to Department of General Services, Bureau of Commonwealth Media Services (CMS). The services needed will be for projects involving all Commonwealth agencies, commissions, and other state government offices. In addition to pre-planned projects, the Contractors will work closely with CMS personnel to provide quick turnaround services to meet Commonwealth agency marketing, press and communications needs including safety, health and emergency situations.

This ITQ will be ending effective 10/31/2027.
A new ITQ will be coming soon with a start date 11/01/2027.

QUALIFICATIONS: Contractors interested in becoming an ITQ Contractor must meet the following requirement. Failure to meet the below requirement will result in the application being rejected. Each Contractor that meets the minimum qualifications will be awarded a contract. Award of a contract to a Contractor is not a guarantee of business.

- Contractors must provide documentation showing two (2) years of experience in the appropriate commodity code selected under Service Categories.

ISSUING OFFICE: This ITQ is managed and administered by the Commonwealth of Pennsylvania, Department of General Services (DGS), Bureau of Procurement. All inquiries should be referred to:

Celeste Mazza, Commodity Specialist
Department of General Services | Bureau of Procurement
1800 Herr Street, 2nd Floor
Harrisburg, PA 17103
Telephone: (717) 346-8112
Email: celmazza@pa.gov

SERVICE CATEGORIES: Contractors will need to choose the appropriate commodity code(s) to qualify for this contract. Contractors will select the appropriate code(s) under the Business Details section of the qualification process. The Commonwealth may add additional commodity codes as the need arises. The table below lists the appropriate commodity code and description of each service category.

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COMMODITY CODE	DESCRIPTION OF SERVICE CATEGORY
82100000-ITQ-211 Audio Engineer	Audio Engineer will be responsible for recording and electronic effects as well as the technical aspects of recording, which may include, but not be limited to, the following: a. Remote set up and operation of microphones, audio mixers and sound systems; b. Ability to travel to remote locations; c. Post production audio editing (work on recording, manipulation using equalization and electronic effects, mixing, reproduction, and reinforcement of sound); d. Live recording both remote and studio. Perform sound check and do live sound mixing using an audio console and a sound reinforcement system for projects; and e. Proficient in Mac hardware and audio editing software.
82100000-ITQ-212 Broadcast Engineer	Broadcast Engineer professional must meet these requirements and will be responsible for providing services including, but not limited to, the following: a. Knowledge of broadcast systems; b. Knowledge of broadcast equipment; c. Ability to troubleshoot broadcast equipment; d. Knowledge of fiber optics used to transport HD video/audio broadcast signals throughout the Capitol complex; and e. Knowledge of techniques used to web stream events over networks.
82100000-ITQ-217 Hair Stylist	A licensed hairstylist who styles hair to maintain or change a person's image. The hairstylist will be responsible for providing related serves such as, but not limited to, the following: a. Designs and arranges hair styles for television, video, portraits, and other similar situations; and b. Travels to production locations with the required equipment/tools necessary to provide services.
82100000-ITQ-208 Make-up Artist	A professional who applies cosmetics to actors/models. The makeup artist will be responsible for providing related services such as, but not limited to, the following: a. Applies professional makeup for television, video, portraits, and other similar situations; and b. Travels to production locations with the required equipment/tools necessary to provide services.
82100000-ITQ-207 Media Trainer	Media Trainer will be responsible for providing related services such as, but not limited to, the following: a. Expertise to assist in all aspects of Media Training presentations needed for Commonwealth agencies; and b. Develop and present various scenarios to prepare executive or staff member for proper delivery of messaging under different public relations circumstances.

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82100000-ITQ-214 Multimedia Graphic Designer	Multimedia Graphic Design services professional must meet these requirements and will be responsible for providing services including, but not limited to, the following: a. Proficient in Mac hardware and Mac versions of software; b. Proficient in Adobe Creative Cloud products which may include Photoshop, AfterEffects, Illustrator, InDesign; c. Proficient in Mac hardware and video editing software; d. Ability to create complex motion graphics, animations and designs to be included in video, internet and multimedia programming used to communicate Commonwealth agency objectives; and e. Perform editing & post-production of video and multimedia activities including interpretation of written scripts, storyboards, selection of visuals & other images, & design of graphics & animations.
82100000-ITQ-210 Photographer	Photographer must meet these requirements and will be responsible for providing related services such as, but not limited to, the following: a. Proficient in using Digital Still cameras; b. Ability to travel to remote locations; c. Proficient in Mac hardware and photo editing software; d. Ability to work well with clients and follow direction; e. Ability to use proper lighting and lenses to acquire the shot; f. Ability to take photos and process for quick turnaround times; g. Ability to write complete and accurate captions; and h. Ability to photograph groups of all sizes and document live action.
82100000-ITQ-206 Producer / Writer	Producer and Writer services will be responsible for providing such as, but not limited to, the following: a. Meeting clients to discuss core message and target audience; b. Brainstorming visual and copy ideas with other members of the creative team; c. Developing/Writing Scripts; d. Working through the Script Approval Process; e. Organizing Production shoots; f. Logging and creating an edit decision list; g. Working with the project in Post Production; and h. Working with the client to completion of the project.
82100000-ITQ-215 Production Assistant/ Grip	Production Assistant or Grip Services for remote production may include, but not be limited to, the following: a. Ability to lift 50 pounds; b. Ability to travel to remote locations; c. Good communication skills; d. Able to work efficiently with audio/video cables, gaff tape, setting up camera equipment, assisting in lighting, etc; and e. Ability to use Mac hardware and software.

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82100000-ITQ-218 Talent/ Talent Provider	Talent Provider must be able to meet, at minimum, the requirements outlined below. Talent applying without representation is required to meet, at minimum, the requirements below: a. Ability to perform on camera; b. Demonstrate strong communication skills; c. Ability to work in remote locations; d. Ability to perform in audit suite for voiceover work; and e. Ability to meet wardrobe requirements as outlined in work request.
82100000-ITQ-213 Video Editor	Video Editor professional must the following requirements and will be responsible for providing post-production broadcast editing services, including but not limited to, the following: a. Proficient in Mac hardware and video editing software; b. Proficient in integrating graphics, audio, and elements produced from other work stations with CMS; c. Ability to edit short creative videos for social media platforms; d. Ability to write and time captions for YouTube; and e. Ability to choose important sound bites and sequence them to communicate the appropriate narrative.
82100000-ITQ-209 Videographer	Videographer, a person who works in the field of video production, recording images and sound. The videographer will be responsible for providing related services such as, but not limited to, the following: a. Proficient in using Digital Video cameras; b. Ability to travel to remote locations; c. Proficient in Mac hardware and editing software; d. Able to work well with producers, following scripts and direction; e. Ability to light an interview subject; f. Ability to follow directions and frame shots in a multi-camera situation; and g. Ability to record (or capture) visually interesting and informative footage of an event as it unfolds.

REQUIREMENTS: CMS provides their commonwealth agency clients with a professional service, which includes broadcast quality video, hi-resolution photos, and motion graphics. Depending on the service, the supplier must either be able to work on some or all of the following equipment/software or provide that equipment/software in order to perform the service.

A. All projects at CMS are performed using Apple or MAC, as the preferred operating system.

B. Video and photos are shot on various high end cameras that can use different lenses and support equipment in order to get a desired professional look.

1. Video is collected at 720px60 or higher.

2. Video is edited on Final Cut X or Premier with color correction and other third party add-ons in

order to achieve the desired look and feel.

C. Photos are shot in camera raw file format, edited using Adobe Bridge and Photoshop, and then saved in various formats and sizes which are determined by the distribution requests of the client. **D.** Motion Graphics are completed using After Effects.

D. Audio must be collected on location using the proper hi-end microphones as dictated by the situation. Postproduction audio is sweetened and edited using Pro Tools.

E. Suppliers must have the communication skills necessary to work with clients and co-workers in order to professionally and creatively acquire video or photos from an event or production.

F. Personnel must have an understanding of networks, folder structure, and project organization skills in order to file and retrieve media related to projects which are assigned.

INSURANCE: CMS may, at any time, request a copy of proof of insurance per service category in the amounts as may be required by CMS for each engagement.

CHILD CLEARANCES: CMS will ask Contractors to provide proof of child clearances when a minor (18 years or younger) is involved. You can learn more about these clearances at www.keepkidssafe.pa.gov/resources/clearances/index.htm.

PAYMENT OF INVOICES: Prior to any payment being made the Contractor must submit "draft", itemized invoices to CMS in accordance with the Billing Requirements Section of the Terms and Conditions. Upon approval of the "draft" invoices by CMS, the Contractor shall submit the approved invoices to: Comptrollers, PO Box 69180, Harrisburg, PA 17106. Suppliers may also submit approved invoices via email, for more information on submitting approved invoices via email, visit the E-Invoicing Program website for an overview, eligibility requirements, and instructions. If you have questions, contact the Payable Service Center call center toll free at 1.877.435.7363 or via email at RA-PSCPAYMENTINQUIRE@pa.gov.

POST AWARD ADMINISTRATION: The Contractors' performance shall be monitored and evaluated in accordance with the requirements outlined in the Contract and CMS' requests for quotes. At a minimum, the Contractors' performance shall be evaluated on an annual basis. Contractors may be required to attend Contract Performance Review meetings. These meetings will be for the purpose of providing Contractor performance reviews, discussion of issues either party may have concerning the Contract or to evaluate the overall progress of the Contract. The meetings will be held quarterly, semi-annually or annually at the discretion of the Department of General Services, or upon special request of CMS.

A. Suppliers must adhere to the Commonwealth of Pennsylvania Information Technology Acceptable Use Policy 205.34 for accessing social media sites when providing such services as requested by CMS. These Acceptable Use Standards are designed to prevent use that may be illegal, unlawful, abusive, or

which may have an adverse impact on the commonwealth or its IT resources. In addition, they identify for authorized users the permissible and effective uses of IT resources. Authorized users are encouraged to assist in the enforcement of these Acceptable Use Standards by promptly reporting any observed violations to their supervisor, the human resources office, agency contact or contracting officer. Enclosure 1, Commonwealth Acceptable Use Standards for Information Technology (IT) Resources, sets forth additional information about the permissible scope of usage of IT resources.

B. Suppliers may be compensated for travel, lodging and subsistence expenses, when pre-approved and applicable, when performing services under all categories. Compensation shall be in accordance with Commonwealth Travel Policy 230.10. Such compensation will only pertain to those services in which the commonwealth deems appropriate. The need for compensation must be determined and approved by DGS. All approved travel will be documented on a supplier's purchase order and must be itemized, justified with receipts, and invoiced in accordance with the Commonwealth's Travel policy.

C. Suppliers must adhere to the Commonwealth of Pennsylvania Card Reader and Emergency Response Access to Certain Capitol Complex Buildings and Other State Offices Policy 625.10: All contracted personnel who will be on the premises for more than two weeks during the business day, or after business hours, on weekends, and on holidays MUST HAVE identification badges and are considered to be prime contracted personnel. Agency Project Managers will ensure that contracted personnel have complied with the criminal history background check process as identified in the terms and conditions.

REQUEST FOR QUOTES (RFQ) PROCEDURES: Commonwealth Agencies will issue an RFQ to qualified Contractors, through the Commonwealth's Custom Portal, powered by the JAGGAER system. Contractors will respond to the RFQ in the system. The requesting Agencies may require the qualified Contractors to furnish, upon request, additional documentation in the RFQ. The qualified Contractors selected for the RFQ process will receive a Purchase Order (PO) and will supply the service to meet the specific requirements as indicated in the RFQ.

Agencies will exercise a scoring method based upon the criteria set forth in the RFQ. The Scoring Methods are defined as follows:

- **Best Value**
  - Refers to the process of selecting the quote which provides the greatest value to the agency based on evaluating and comparing all pertinent criteria, including cost, so that the Contractor whose overall proposal best suits the agency's needs is selected for each individual project; and
- **Low Cost**
  - Refers to the lowest cost quoted from all proposals received that are deemed both responsive and responsible for the project.

- Estimated Quantities (Nov 30, 2006) It shall be understood and agreed that any quantities listed in the Contract are estimated only and may be increased or decreased in accordance with the actual requirements

of the Commonwealth and that the Commonwealth in accepting any bid or portion thereof, contracts only and agrees to purchase only the materials and services in such quantities as represent the actual requirements of the Commonwealth. The Commonwealth reserves the right to purchase materials and services covered under the Contract through a separate competitive procurement procedure, whenever Commonwealth deems it to be in its best interest.

- **Agencies seeking to exercise a three-month extension clause must ensure that this provision is explicitly identified and documented within their Scope of Work.**