



HEADQUARTERS
JOINT CONTRACTING COMMAND-IRAQ/AFGHANISTAN
APO AE 09342



JUSTIFICATION AND APPROVAL
FOR
SOLE SOURCE

STRATEGIC COMMUNICATION MANAGEMENT SERVICES

1. **CONTRACTING ACTIVITY:** The Logistics Support Branch, Theater Wide Requirements, Joint Contracting Command-Iraq/Afghanistan (JCC-I/A) is the responsible contracting activity for this justification for issuing a sole source follow-on contract.
2. **DESCRIPTION OF ACTION:** The contract type will be firm-fixed price, and the type of funds to be used will be FY 2010 Operations and Maintenance Army (OMA) funds.
3. **DESCRIPTION OF SERVICES:** The contractor provides services to identify, plan, develop, execute, monitor, and assess all aspects of media communication operations services. The services provided by the contractor have a core objective to engage and inspire targeted audiences. Working closely with US Government (USG) personnel to coordinate tasking and priorities, the contractor shall be responsible for undertaking multiple projects and providing comprehensive services over a wide span of strategic communication, media planning, engagement, and research efforts. SCMS requires management oversight; program coordination and integration; briefings and presentations; security clearance; and information validity and security. Strategic communications ensures media reliability and communications program success by identifying and engaging target audiences at specific times to create operational opportunities. The Government's estimated dollar value for this contract is approximately \$2.5 million. A summary of requirements is as follows:
 - a. **Media Monitoring, Assessment and Reporting:** Provides professional services for the assessment of (1) the effectiveness of USF-I strategic communication, media relations, and public relations products; (2) Iraqi population attitudes and opinions vis-à-vis USF-I activities; (3) Iraqi population attitudes and opinions vis-à-vis GOI activities; (4) Iraqi population attitudes and opinions vis-à-vis Anti-Iraqi Force and militia activities.
 - b. **Communication Research and Planning:** Provides broad-based areas of technical support to include: strategic planning, research, analysis and recommendations to assist the Strategic Communication Plans staff in all aspects of developing strategic communication options for operations, review and strategic messaging.
 - c. **Product Development and Deployment** produce and deliver professional strategic communication, media relations, and public relations services and related communication

products. Products shall be developed utilizing USF-I approved themes, messages, formats, and delivery timelines.

d. USF-I English and Arabic Website Management and Maintenance: Provides professional services for Web page design, maintenance and management to support USF-I worldwide Web products with executive-level quality commensurate with modern corporate Web sites using multimedia presentation or Web 2.0 technologies.


e. Government of Iraq Spokesmen Liaison: Provides services to support strategic communications, key leader engagement and media operations planning and implementation capabilities within the Government of Iraq's Spokesmen's office, the Ministry of Defense, the Ministry of Interior, and other security-related and ministerial offices of the Government of Iraq.

4. AUTHORITY CITED: This action is being accomplished in accordance with FAR 13.5, the Commercial Test Program, utilizing Simplified Acquisition Procedures and therefore exempt from the requirements in FAR Part 6.

5. REASON FOR AUTHORITY CITED: Unusual and Compelling Urgency—Unacceptable Delays. Fulcra currently performs SCMS under contract W91GER-06-D-0009 Task Order 0003. This FFP Indefinite Delivery Indefinite Quantity (IDIQ) contract was competitively awarded to Fulcra. The current task order was awarded 20 March 2009 with a base period of 6-months and one 6-month option with the option exercised in accordance with FAR Clause 52.217-9, Option to Extend the Term of the Contract. The IDIQ base contract expired 27 March 2009 and the task order is due to expire 22 March 2010. A bridge contract is necessary to avoid an interruption in service. The described contract will cover a period of 4 months, between 23 March 2010 to 22 July 2010. It had originally been envisioned that a competitively awarded follow-on contract would have been in place by the time the current task order, under which current SCMS are provided, expired to allow for a seamless transition. However, the Contracting Officer made the determination to cancel the solicitation on 9 February 2010 because the incumbent contractor claimed proprietary rights to certain data and processes the government intended to turn over to the new awardee (whether or not the incumbent). For this reason, follow-on acquisition planning will need to account for development of a database, or the purchase of that database from the incumbent. The government concluded this additional delay would prevent the new awardee from beginning performance prior to the customers need date. However, the need for this requirement remains critical and a lapse in service would be severely detrimental to the Strategic Communication Division mission during the critical time period following Iraqi elections due to be held on 7 March 2010. Specifically, this contract service has emerged as an integral provider of situational awareness for the USF-I Commanding General and senior staff. In addition, the Strategic Communication division's ability to provide the command with comprehensive media assessments, liaison with the Government of Iraq, support to the USF-I Spokesman, and bi-lingual, bi-cultural planning capability would be degraded significantly or lost. USF-I does not have the organic capability to carry out the required information and communication requirements. Without these services, USF-I would be unable to provide support for USF-I Spokesman and J9 Strategic Communication Division missions. Further, it will result in serious degradation to the responsiveness of US Forces non-kinetic and kinetic initiatives and negatively impact the perceptions of the Iraqi government and the intentions of the USF-I Commanding


12. **FAIR AND REASONABLE COST DETERMINATION:** I hereby determine that the anticipated cost to the Government for this contact action will be fair and reasonable.

The current contract (W91GER-06-D-0009) was determined fair and reasonable through price competition in which there were 8 offerors. The pricing for this follow-on requirement will be determined fair and reasonable by comparing unit prices per line item with the unit prices per line item on W91GER-06-D-0009 Task Order 0003 under which SCMS services are currently provided. The unit prices under this effort should be comparable with no more than a 3% increase due to adjustments for inflationary factors.

Signature: 
HAYES J. WEIDMAN, Capt, USAF
Contracting Officer

Date: 18 Feb 10
DSN: 318-485-2330

13. **CONTRACTING OFFICER CERTIFICATION:** I certify that this justification is accurate and complete to the best of my knowledge and belief.

Signature: 
HAYES J. WEIDMAN, Capt, USAF
Contracting Officer

Date: 18 Feb 10
DSN: 318-485-2330

APPROVAL

Based on the foregoing justification, I hereby approve the procurement of Strategic Communication Management services on a sole source basis pursuant to the authority of FAR Part 13.501 and the justifications herein described.

Signature: 
ANDREW L. SACKETT, Lt Col, USAF
Special Competition Advocate

Date: 20 Feb 10