

**Project Statement of Objectives:
Television and Radio Advertising for the
Chaldean Festival**

May 21, 2009

[Redacted]

1.0 INTRODUCTION

As specified in Item 3.1.1 of the Tasking section of the Statement of Work (SOW) for Task Order 014, the contractor shall provide media buys, media monitoring, and campaign maintenance.

This Statement of Objectives (SOO) details the specific project objectives relating to purchasing television and radio advertising with MBN TV during the June Chaldean Festival to be issued as part of that task order. The services for this project will be provided on a Firm Fixed Price basis. No work shall commence on this project prior to receipt of a properly authorized Work Authorization. Any change to this SOO shall come via issuance of an addendum and modification to the original Work Authorization document. The Contractor shall accept no oral change orders.

2.0 PERIOD OF PERFORMANCE

The anticipated period of performance for this project is two (2) months from receipt of the Work Authorization document.

3.0 TASKING

3.1 Media buys using advertising already developed and on-site interviews during the Arab American festival in Dearborn, Michigan.

3.2 The contractor shall:

3.2.1 Purchase live coverage sponsorship from MBN TV and Radio for an upcoming Middle Eastern Festival in Michigan.

3.2.1.1 MBN TV camera and reporter will highlight the CIA's presence at the festivals and will run interviews with some representatives who can be on camera

3.2.1.2 Chaldean Festival – advertisements begin three weeks before the festival. The Sponsorship includes [Redacted] leading up to the festival. During live coverage, the sponsorship includes [Redacted]

[Redacted]

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- 3.2.2 Monitor the publications where the ads were placed to ensure proper placement, and report any inconsistencies noted.
- 3.2.3 Ensure ongoing campaign maintenance by submitting required items to the publishers in accordance with publication deadlines and informing the Government of renewal deadlines in a timely fashion.

4.0 DELIVERABLES

- 4.1 Delivery of the media buys by the deadlines specified by the individual publisher.

5.0 SPECIAL CONSIDERATIONS

- 5.1 In situations where packages or multiple placement options (i.e. news section vs. international section) are available, the contractor shall inform the Government of the options and make a recommendation for the best value.

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