

**Statement of Work (SOW)**  
**Daily News Briefing**  
**Federal Bureau of Investigation**

**Part I: General Information**

**A. Summary**

The following details the Federal Bureau of Investigation's (FBI) requirement for daily news briefing service which will summarize, interpret, and electronically disseminate print and broadcast news related to FBI interests. This news briefing will afford FBI executives and other personnel comprehensive situational awareness of important developments as reported in the national and international media.

**B. Background**

The role of the FBI's Office of Public Affairs (OPA) is to build public trust and confidence in the FBI by widely sharing information about the organization's mission, accomplishments, operations, and values. OPA accomplishes this by facilitating the public release of information across numerous channels, including via national, international, and local newspapers, magazines, television and radio broadcast media, and the Internet. In its efforts to respond to media requests, strategically manage the FBI's external public communications, and better enable the dissemination of FBI public information during a major incident or crisis, OPA needs the ability to monitor breaking news, editorials, long-form journalism projects, and the larger public conversation about law enforcement, national security, international affairs and civil rights. A daily news briefing service affords OPA this capability.

**C. Scope or Objectives**

The Office of Public Affairs seeks to provide its personnel, field office media representatives and FBI executives with a customized news briefing service of national and local media coverage focusing on FBI investigations, operations and critical partnerships, in addition to other topical areas of interest selected by the FBI. This service shall allow personnel to have better situational awareness, as well as better support both proactive and reactive public communications strategies. The news briefing shall be provided electronically to the FBI each day and shall provide a topical index, summaries of stories, and links to original media coverage. This service shall be available via any Internet-connected computer to the Bureau's geographically dispersed population. This news briefing service shall be broad in scope, comprehensive in nature, and shall allow FBI executives and other employees to keep current on media coverage of the FBI.

**Part II: Work Requirements**

## A. Technical Requirements

The contractor shall prepare and deliver a morning news briefing, written and edited by human news analysts familiar with the FBI's mission, capabilities and responsibilities.

Contractor's deliverable product must provide:

1. proven, extensive knowledge of the federal government, the FBI, the intelligence community, and their respective missions;
2. use of human analysts to:
  - a. find and review articles and broadcasts from major U.S. newspapers, national television and cable news, newsweeklies, relevant magazines and journals, Internet sites, specialty press, etc.;
  - b. apply its understanding of FBI's mission and interests;
  - c. determine which aspects of each story, if any, are important to the various constituencies within FBI;
  - d. edit out all information (not stories, but parts of stories) that is redundant or irrelevant;
  - e. for each daily briefing topic, weave the important information together so that it reads like a single story, rather than what it really is, subsets of myriad stories on the same topic;
  - f. interweave news from all sources, including print and television; and
  - g. characterize the coverage such that FBI officials can quickly get a sense of how widely various story elements were run and also for the general tonality of the coverage;
3. include summary listing of all headlines from major papers and newscasts nationwide;
4. links within the briefing to the original full-text versions when available on the original publishers' websites and to streaming video of important television as originally broadcast;
5. ability to deliver daily briefings to FBI employees for their internal use via:
  - a. a secure Bureau-specific, Contractor-hosted website, accessed through IP recognition at the Contractor's expense;
  - b. html based email through Outlook and blackberry
  - c. a daily email of the briefings in MS Word and/or Adobe Acrobat format, enabling the Department of Justice (DOJ) and/or the FBI to use the briefings internally to post on their intranet site
  - d. tablet-friendly format; and Kindle and e-Readers (distribution to non-Bureau employees without Contractor's consent will be prohibited); and
6. exceptional customer service, including 24/7 access by the FBI to Contractor's account managers, analysts, and senior managers, to permit last-minute changes to topics, deadlines, and specific guidance from the FBI to the Contractor regarding stories to be included and the extent of coverage desired. All content must be extremely fresh, meaning it was published or broadcast essentially concurrent to or since the most recent previous briefing.

7. The briefing will cover the following content areas and will be organized at the discretion of the Contractor but should be loosely based on similar topics below:
  - a. counterterrorism
  - b. counterintelligence,
  - c. criminal investigations,
  - d. Cyber investigation,
  - e. intelligence,
  - f. international relations,
  - g. FBI personnel and human resources/employment,
  - h. FBI finances,
  - i. FBI Laboratory services,
  - j. FBI Criminal Justice Information Services (e.g., the National Instant Criminal Background Check System, the National Crime Information System, the provision of crime statistics, fingerprint and other biometric identification services, etc.),
  - k. and other law enforcement services and critical partnerships.

Formatting of the briefing will be at the discretion of Contractor; but must be easy to read with a reasonable type and size font. In addition, briefing must be able to print on 8 ½ by 11 paper without reducing the size of the font and or changing the formatting.

In addition to FBI-centric stories, the briefing shall include a broad yet concise overview of major national and international news of interest to high level government decision makers, as well as a summary of daily White House and Congressional events, and shall be organized by subject matter and include an interactive index.

The briefings shall be current, drawn from that morning's news sources. Coverage from weekly magazines shall be included in the Monday briefing.

The contractor shall deliver the briefings daily, by 7:00 am Eastern time, Monday through Friday (including stories for Saturdays, Sundays, and holidays delivered on the next business workday), and allowing two days at each Thanksgiving and Christmas, observing the following legal holidays:

- New Year's Day
- Martin Luther King's Birthday
- Presidents' Day
- Memorial Day
- Independence Day
- Labor Day
- Columbus Day
- Veteran's Day
- Thanksgiving Day (two days)
- Christmas Day (two days)
- Inauguration Day (when applicable)

The DOJ and/or the FBI shall have rights to archive the daily briefings indefinitely by their employees. Redistribution to non-FBI or non-DOJ employees, to include but not limited to other contractors or

vendors shall require prior approval from the contractor.

For any item referenced in the daily briefing, the Contractor's analysts will record the following: date of coverage, tonality (positive, neutral, negative), story focus (primary, secondary, etc.), type of media outlet, and overall impact of news coverage by day and date range. The data will also be presented in chart and graph form.

**QUALITY ASSURANCE SURVEILLANCE PLAN (QASP)**

The Contracting Officer's Representative (COR) will summarize and document the Contractor's performance in the categories listed below (evaluation based on meeting the requirements of this PWS):

- Quality of Service
- Service Outages
- Timeliness of Data Provided

Surveillance method will be random evaluation. This method employs a "spot check" style of evaluation and may be adjusted, based on quality trends. The Government retains the right to inspect all requirements of the contract. Unacceptable performance will be recorded and the Contractor shall be required to correct the unacceptable condition within a 24-hour time period. If the Contractor does not correct the unacceptable condition within 24-hours, the POC will notify the Contracting Officer who will take appropriate administrative action for unacceptable performance. When an observation indicates defective performance, the POC will e-mail the Contractor and require the Contractor to acknowledge receipt of the observation. The acknowledgment of the observation does not constitute concurrence with the observation; it only indicates acknowledgement that the Contractor has been made aware of a potentially defective performance.

**Part III: Supporting Information**

**Period of Performance**

The Period of Performance shall be for one year with four (4) one year options, and shall not exceed five (5) years total.