

Statement of Objectives

OVERVIEW

The Federal Communications Commission (FCC) seeks a Contractor to provide Digital Television (DTV) transition by the generation of maps showing loss of network coverage. These efforts will complement our ongoing work in the transition from analog to digital television broadcasting.

The switch from analog to digital broadcast television is referred to as the DTV transition. In 1996, the U.S. Congress authorized the distribution of an additional broadcast channel to each broadcast TV station so that they could start a digital broadcast channel while simultaneously continuing their analog broadcast channel. Later, Congress mandated that February 17, 2009 would be the last day for full-power television stations to broadcast in analog. Broadcast stations in all U.S. markets are currently broadcasting in both analog and digital. After February 17, 2009, full-power television stations will broadcast in digital only.

Thus far, the FCC has been employing a variety of methods to ensure consumers are aware of the transition and have the knowledge required to assess what actions they may need to take, if any, to be prepared when the transition concludes. We have focused our resources on five primary activities: consumer publications (creation and distribution), media services (broadcast interviews, public service announcements, and print articles), public and private partnerships, conferences and workshops, and our public interfaces, the website (www.dtv.gov) and call center (1-888-CALL-FCC).

BACKGROUND

The FCC is an independent United States government agency, directly responsible to Congress. The FCC was established by the Communications Act of 1934 and is charged with regulating interstate and international communications by radio, television, wire, satellite and cable. The FCC's jurisdiction covers the 50 states, the District of Columbia, and U.S. possessions.

OBJECTIVES

The FCC seeks a Contractor with the expertise and capability to provide the following types of services:

- Develop maps showing coverage and changes in coverage from analog to digital service of all full power television stations, including the five television networks (ABC, CBS, Fox, NBC, and PBS) and independent stations. Provide a map for each station and separate nationwide maps for all stations affiliated with each network and a nationwide map for all stations showing the analog and digital coverage based on the final FCC table of allotments (Appendix B of the 8th R&O to Docket 87-268) and in addition pending and granted maximization

- applications, spreadsheets showing pre and post-transition service area population and changes (gains and losses), by Neilson Designated Market Area (DMA), by State and County and by Congressional District. Note that some stations are affiliated with more than one network. In these cases, the station should appear on maps for all networks with which they are affiliated. Maps shall be provided in both hard copy and electronic (bitmap) format. Spreadsheets shall be provided in both hard copy and electronic (Microsoft Excel) format.
- “Coverage” shall be defined by terrain-sensitive prediction using the Longley-Rice model within the Grade B (for analog) and Noise Limited (for DTV) coverage contours. The considerations of interference are desirable, but not necessary. Assumptions for calculation cell sizes, terrain precision, receiving facilities shall be those contained in OET Bulletin No. 69, except that $kwx=3$ errors shall be ignored, and the 2000 U.S. census shall be used.
 - All full-power stations shall be considered. Low- power (including Class A) stations need not be considered.
 - “Loss” shall be calculated on a grid cell-by-grid cell basis. That is, loss of coverage in one cell cannot be offset by gain of coverage in another cell.
 - Coverage of analog stations shall be based upon projection of licensed facilities as listed in the Consolidated Database System (CDBS). Coverage of DTV stations shall be based upon projection of those facilities described in Appendix B of the 8th R&O to Docket 87-268 and in addition separate coverage analyses shall be based on pending and granted maximization applications..
 - The initial work products shall be maps and spreadsheets for station in three markets: the Washington (DC), Baltimore (MD), and Richmond (VA) DMA’s. The contractor may be given feedback or re-direction within one week following production of the initial work products. The remaining work products shall include nationwide maps (including one for each network) and spreadsheets, and also, maps and spreadsheets for each Neilson Designated Market Area (DMA), and for each State and County and for each Congressional District.. The map scale may be adjusted as necessary so that station coverage areas (on land) are shown in their entirety.
 - This purchase order will be awarded by October 1, 2008. The initial work product is due October 15, 2008. The remaining work products are due November 15, 2008.

DELIVERABLES

In response to this SOO, the contractor shall provide the following deliverables:

- A map for each full power station and separate nationwide maps for all stations affiliated with each network (ABC, CBS, Fox, NBC, and PBS) and a nationwide map for all stations showing the analog and digital coverage based on the final FCC table of allotments (Appendix B of the 8th R&O to Docket 87-268) and in addition pending and granted maximization applications. Maps shall be provided in both hard copy and electronic (bitmap) format.

- Spreadsheets showing pre and post-transition service area population and changes (gains and losses), by Neilson Designated Market Area (DMA), by State and County and by Congressional District. Spreadsheets shall be provided in both hard copy and electronic (Microsoft Excel) format.
- Performance Work Statement (PWS). The PWS must detail the specific steps to be taken to accomplish the tasks outlined in the “Objectives” section above. The PWS shall include for each of the outlined tasks, a timetable for completion of task and the specific procedural steps that will be performed in completing the assignment.
- Quality Assurance and Surveillance Plan (QASP). This document must include an organizational structure, communications interfaces, processes and procedures, appropriate performance objectives and measures to support the FCC in accomplishing program objectives.
- An itemized pricing list that details the price or costs for each of the tasks outlined above.
- A final report that demonstrates all requirements were completed.

If any deliverables or material obtained during contract performance is classified as “Non Public – for Internal Use Only,” the contractor will not release any item so classified to any person or entity outside the FCC without the written permission of a senior member of the FCC staff.

WASTE, FRAUD AND ABUSE OVERSIGHT

During the course of contract performance, any potential fraud, waste, or abuse discovered by the contractor shall immediately be reported to the Contracting Officer. This contract and all deliverables shall be monitored for any instance of fraud, waste or corruption. As such, the following definition pursuant to FAR Subpart 31.205-47 is incorporated:

“Fraud,” as used in this subsection, means—

(1) Acts of fraud or corruption or attempts to defraud the Government or to corrupt its agents;

(2) Acts which constitute a cause for debarment or suspension under [9.406-2\(a\)](#) and [9.407-2\(a\)](#); and

(3) Acts which violate the False Claims Act, [31U.S.C., sections 3729-3731](#), or the Anti-Kickback Act, [41 U.S.C., sections 51 and 54](#).