Justification for Other than Full and Open Competition (JOFOC)

Authority: 41 U.S.C. 253(c), FAR PART 6.3

1. **Agency:** U.S. Environmental Protection Agency
   Contracting Activity: Office of Acquisition Management – Headquarters Procurement Operations Division
   Contractor: Definers Corp

2. **Nature and/or description of the action:**

   EPA's Office of Public Affairs (OPA) is responsible for working with media to provide the public with timely, coherent information on environmental issues, and EPA actions and policies. Whether providing the media with press announcements: responding to media inquiries; or reacting to published stories, OPA works to achieve articles that accurately represent EPA's perspective. In order to accomplish this goal, OPA must constantly monitor media coverage and respond to inaccurate or incomplete stories. OPA may choose a number of methods to address these stories, including contacting reporters and editors to request corrections. OPA's ability to successfully address inaccurate or incomplete stories before the stories influence other reporters or are widely read is largely dependent on its ability to identify those stories shortly after publication, and OPA requires contractor support in order to do so.

3. **Description of the Supplies or Services:**

   This is a sole source procurement subscription for a media support service. The service provides EPA with: 1) Intensive, near live-time "war room" coverage of media stories for specific topics, events or announcements; 2) access to a searchable database of past media content on EPA issues and topics; 3) a twice-daily compilation of news articles delivered once each business day by e-mail; and 4) high profile, breaking news stories during the day, delivered by e-mail. This service is vital to support the ability of EPA's Office of Public Affairs to fully monitor and respond quickly to breaking media coverage, which in turn supports EPA's ability to accurately provide information to the public on environmental and regulatory matters. This service also directly supports the Administrator and other senior EPA officials by providing them with timely updates on media stories.

- Period of performance: One year from date of contract award
- DUNS: 076234313
- Proposed Source: Definers Corp.

Contacts:
Joe Pounder, President
Tel. (b)(4)
(b)(4)

(b)(4)
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4. **Authority:** [Check appropriate exception.]

[X] Only One Responsible Source
Authority: 41 U.S.C. 253 (c) (1)
FAR Cite: FAR 6.302-1

5. **Describe how the contractor's unique qualifications or the nature of the acquisition requires use of the authority cited:**

Definers offers a customizable and proprietary Console which brings together cutting-edge technology and human analysis to provide real-time actionable intelligence based on the most relevant information. It allows organizations to have a holistic view of what is occurring in the public domain with regards to their organization and relevant sectors, both domestically and globally.

Through the Console, Definers is able to revolutionize the utilization of media clips by implementing:

- Proprietary advanced search functions
- Standalone media clip database including perpetual retention so that information is always available regardless of email retention policies or other limitations of email platforms
- Ability to pre-load a customized Console with the issues, public figures, and news data relevant to customers, populated in real time
- Specially trained and experienced researchers to provide relevant and actionable analysis
- Digital and human analytics coverage throughout the day
- Media tags that are tailored to the customer's areas of interests, which allow for quick sorting and tracking of customized data streams.
- Delivered through a proprietary web interface which allows for email distribution as well.

6. **Describe the efforts made to ensure that offers are solicited from as many potential sources as practicable:**

A JOFOC and RFI notice will be posted on FedBizOpps (synopsized) and FedConnect for five calendar days.

7. **The contracting officer determines that the anticipated cost to the Government will be fair and reasonable due to the vendor's published rates, or other available price information.**

Yes, the CO has determined the cost to be fair and reasonable based on information received from the contractor.

8. **Description of the market research conducted (see FAR Part 10). If no market research was conducted, state the reasons:**

Leading providers Cision (www.cision.com), Bulletin Intelligence (www.bulletinintelligence.com), and Critical Mention (www.criticalmention.com) do not provide the combined services sought by EPA's Office of Public Affairs.

9. **Other facts supporting the use of other than full and open competition.**

Definers Corp. states that no other service gives their clients the high level and comprehensive search functions that it offers through its customized Console. Clients have the ability to tailor their tags and tailor who from their teams sees those tags. The storage and search functions of the Console are something no other clip service provides because they do not have the Definers proprietary Console.

Approvals –

1) **Project Officer's Certification**
I certify that the facts and representations stated in this justification are complete and accurate which form the basis to award this requirement.

	TRICIA S. Lynn
Signature of Technical Officer	**Printed name of Technical Officer**

Technical Officer's phone number & E-mail address:
202.564.2615 / lynn.tricia@epa.gov

Date: 11/29/2017

2) Contracting Officer's Certification

I certify that this justification is accurate and complete to the best of my knowledge and belief.

Jody Gosnell

Signature of Contracting Officer

Jody Gosnell

Printed name of Contracting Officer

Contracting Officer's phone number and E-mail address: gosnell.jody@epa.gov
202-564-4353

Date: 11/29/17

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