

JUSTIFICATION FOR SOLE SOURCE (Simplified Acquisitions < SAT)

The service or material listed on N0016120RCX1000 is sole source and competition is precluded for reasons indicated below. There are no substitutes available for this material or service.

Restricted to the following source. Provide original manufacturer's name. (If a sole source manufacturer distributes via dealers, ALSO provide dealer information.)

Manufacturer: 3 Penny Films

Manufacturer POC & phone nr. * _____

Mfr. address _____

Dealer / Rep (Same) _____

Dealer / Rep address / phone nr. (Same) _____

X Description of the item or service required, the estimated cost, and required delivery date

Midshipmen and the Stockdale Center for Ethical Leadership faculty are mining the 80 hours of documented video interviews of Vietnam Prisoners of War (1964-1973) for lessons of resilience and post-traumatic growth that can serve current and future Midshipmen as they aspire to excellence and ethical leadership. The leaders of the Stockdale Center have determined that the most comprehensive and accessible formats to present these essential lessons is a combination of a full-length feature documentary film "Return with Honor" and a set of ten shorter interactive teaching modules tailored to classroom use. This story shall not be strictly a recitation of history, but rather a narrative that reflects on the past, connects to a perspective on the present, as it relates to Midshipmen and how the legacy will carry on in the future. The goal of the project is to create films that can be used not only to benefit Midshipmen in teachable settings, but creation of a feature length documentary for distribution via Public Television, making it a vital part of the Academy's and Stockdale Center's national outreach efforts.

These films will include several themes that resonate throughout all of the interviews including but not limited to the following: Resilience; failure not being final; overcoming guilt; establishment and use of tap code to communicate; communication and it's validation of other human beings; its centrality to the project of returning with honor and integrity intact, use of humor to survive the brutal conditions in Hòa Lò; group support as key to resilience, and, finally the importance of the Code of Conduct. These themes have surfaced as the Stockdale Center for Ethical Leadership has held weekly focus groups to discuss the most valuable lessons learned from these interviews with Prisoners of War.

3 Penny Films will collaborate with the Stockdale Center to complete all necessary pre-production, production and post-production steps for the successful development and delivery of a highly engaging documentary film.

3 Penny Films will produce an additional ten short interactive teaching modules for classroom use (10-20 minutes each) based on collaboration with the Stockdale Center.

Estimated Cost:

Required Deliver Date of Final Documentaries: 1-31-2021

Specific characteristics of the material or service that limit the availability to a sole source (unique features, function of the item, etc.). Describe in detail why only this suggested source can furnish the requirements to the exclusion of other sources.

The “Return with Honor” films will require a thorough and deep understanding of the culture, mission, and logistics of the Academy and the Stockdale Center for Ethical Leadership.

3 Penny Films is a trusted partner of the United States Naval who has been working with the Midshipmen and the Stockdale Center for Ethical Leadership faculty in data mining the documented video interviews that will be used in the production of the required documentaries for this requirement.

The Contractor in the only source capable of not only providing the documentary full-length film, but also the required ten (10) short, interactive teaching modules for Academy classroom use. All other possible sources approached during Market Research were either only able to make the documentary itself or did not have time to take on any new productions at this time. None of the other possible contractors have the past experience with the data mined Vietnam POW documented video interviews, which puts all option possible options at a disadvantage for production of a documentary with less than a year lead time before its planned release for Public Television.

The requested material or service represents the minimum requirements of the government.

CHECK & FILL IN ALL APPLICABLE BLANKS BELOW

___ The material/service must be compatible in all aspects (form, fit and function) with existing systems presently installed/performing. Describe the equipment/function you have now and how the new item/service must coordinate, connect, or interface with the existing system.

___ A patent, copyright or proprietary data limits competition.

___ These are “direct replacements” parts/components for existing equipment.

___ Other information to support a sole source buy:

I CERTIFY THAT STATEMENTS CHECKED, AND INFORMATION PROVIDED ABOVE, ARE COMPLETE AND CORRECT TO THE BEST OF MY KNOWLEDGE. I UNDERSTAND THAT THE PROCESSING OF THIS SOLE SOURCE JUSTIFICATION PRECLUDES THE USE OF FULL AND OPEN COMPETITION.

Signature _____

Title Assistant Director

Activity USNA Stockdale Center for
Ethical Leadership

Date 4-2-2020

Contracting Officer Signature _____

Date _____
SAP Sole Source