

**AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT** 1. Contract ID Code Page of Pages  
1 19

2. Amendment/Modification No. M019 3. Effective Date Apr 7, 2009 4. Requisition/Purchase Req. No. NTIA4700-9-09705 5. Project No. (if applicable)

6. Issued By U.S. DEPARTMENT OF COMMERCE/NOAA OFA/EXT CLIENTS ACQUISITION MGT D /OFA6 1305 EAST-WEST HWY., 7TH FLOOR SILVER SPRING, MD 20910 PAULINE JAFFE 301-713-0838 178 Code AJF60012 7. Administered By (if other than Item 6) SEE BLOCK 6 Code

8. Name and Address of Contractor (No., Street, County, and Zip Code) INTERNATIONAL BUSINESS MACHINES 6710 ROCKLEDGE DRIVE BETHESDA MD 208171834 Vendor ID: 00000832 DUNS: 835130485 CAGE: 3BXY7 (X) 9A. Amendment of Solicitation No. 9B. Date (See Item 11) 10A. Modification of Contract/Order No. DG1335-07-CQ-0054 10B. Date (See Item 13) Aug 15, 2007 Code Facility Code

**11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS**

The above numbered solicitation is amended as set forth in item 14. The hour and date specified for receipt of Offers  is extended  is not extended. Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods: (a) By completing items 8 and 15, and returning \_\_\_\_\_ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. Accounting and Appropriation Data (if required) See Schedule \$ US 0.00

**13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACT/ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.**

- (x) A. This change order is issued pursuant to: (Specify authority) The changes set forth in item 14 are made in the Contract Order No. in item 10A.
- B. The above numbered Contract/Order is modified to reflect the administrative changes (such as changes in paying office, appropriation date, etc.) Set fourth item 14, pursuant to the authority of FAR 43.103 (b)
- C. This supplemental agreement is entered into pursuant to authority of:
- X D. Other (Specify type of modification and authority) Bilateral, Mutual Agreement of the Parties

E. IMPORTANT: Contractor  is not,  is required to sign this document and return 3 copies to the issuing office.

**14. Description of Amendment/Modification (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)**

The above numbered modification, M019, is issued to:  
 -extend the operational period of performance,  
 -provide for distribution and redemption for up to fifteen million additional coupons,  
 -provide for required and optional service modifications,  
 -and provide for consumer education.

Except as provided herein, all terms and conditions of the document referenced in item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.

15A. Name and Title of Signer (Type or Print) MARYANNE MANZI, CONTRACTS MGR 16A. Name and title of Contracting Officer (Type or Print) LINDA D. BRAINARD Contracting Officer 301-713-0820 131 Linda.D.Brainard@noaa.gov  
 15B. Contractor/Officer (Signature of person authorized to sign) [Signature] 15C. Date Signed 4-10-09 16B. United States of America (Signature of Contracting Officer) [Signature] 16C. Date Signed 4/14/09

The following model contract language clauses associated with the American Recovery and Reinvestment Act (Recovery Act) of 2009 will apply to this modification:

Recovery Act-Reporting Requirements,  
Access of Offices of Inspector General to Certain Records and Employees,  
Access of Government Accountability Office

Once funded by separate task order, the contract value will be increased:

from: \$178,966,149.35  
by: \$ 52,890,145.95  
to: \$231,856,295.30

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0013AB	<p>Consumer Education (\$3,500,000.00)</p> <p>*Extension (\$909,548.06) extension of the current Consumer Education with focus on outreach to remaining unprepared populations and activities such as conducting demonstrations on the installation of converter boxes through August 31, 2009.</p> <p>*Supplemental Services (NTE \$2,550,469.04) defined and directed by the COTR</p>	1	LT	3,500,000.00	3,500,000.00
0013AC	<p>Fixed Operational, modifications to include:</p> <ul style="list-style-type: none"> <li>* Support for ARRA (\$426,262.35)</li> <li>* Re-issue on Expiration (\$369,057.40)</li> <li>* Prioritize OTA (\$39,093.89)</li> <li>* Reduce Processing Time (\$812,288.78)</li> <li>* Enhance Appeal Process (\$347,141.92)</li> <li>* Transfer Calls to FCC (\$1,088,398.79)</li> </ul> <p>Accounting and Appropriation Data: 61.09.4701011.300.0019.190100000.06300000 00000000.25990000.000000</p> <p>DELIVERY DATE: 06/12/2009 SHIP TO: NTIA/OTIA 1401 CONSTITUTION AVE, NW ROOM 4812 WASHINGTON, DC 20230 FOB: Destination</p>	1	LT	3,082,243.13	3,082,243.13
0013AD	<p>Fixed Operational, four monthly (FFP)</p> <p>Accounting and Appropriation Data: 61.09.4701011.300.0019.190100000.06300000 00000000.25990000.000000</p> <p>DELIVERY DATE: 06/12/2009 SHIP TO:</p>	4	EA	3,089,475.705	12,357,902.82

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	NTIA/OTIA 1401 CONSTITUTION AVE, NW ROOM 4812 WASHINGTON, DC 20230 FOB: Destination				
0013AE	Coupon Distribution above 56.5 million coupons (FP Requirements) (Per Transaction). Pricing is as follows: (\$27,700,000.00)  * First five million coupon distribution above 56.5 million coupons- 5,000,000 transactions @ \$2.22 per transaction= \$11,100,000.00  * Next five million coupon distribution above 56.5 million coupons- 5,000,000 transactions @ \$1.66 per transaction = \$8,300,000.00  * Next five million coupon distribution above 56.5 million coupons- 5,000,000 transactions @ \$1.66 per transaction = \$8,300,000.00  Accounting and Appropriation Data: 61.09.4701011.300.0019.190100000.06300000 00000000.25990000.000000  DELIVERY DATE: 06/12/2009 SHIP TO: NTIA/OTIA 1401 CONSTITUTION AVE, NW ROOM 4812 WASHINGTON, DC 20230 FOB: Destination	1	LT	27,700,000.00	27,700,000.00
0013AF	Coupon Redemption and Retailer Payment above 33.5 million coupons (FP Requirements) (Per Transaction). Pricing is as follows: (\$4,950,000.00)  * First five million transactions above 33.5 million coupons redeemed 5,000,000 coupons @ \$.33 per transaction = \$1,650,000.00  * Next five million transactions above 33.5 million coupons redeemed 5,000,000 transactions @ \$.33 per transaction = \$1,650,000.00  * Next five million transactions above 33.5 million coupons redeemed 5,000,000 transactions @ \$.33 per transaction = \$1,650,000.00	1	LT	4,950,000.00	4,950,000.00

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	<p>Accounting and Appropriation Data:          61.09.4701011.300.0019.190100000.06300000          00000000.25990000.000000</p> <p>DELIVERY DATE: 06/12/2009          SHIP TO:          NTIA/OTIA          1401 CONSTITUTION AVE, NW          ROOM 4812          WASHINGTON, DC 20230          FOB: Destination</p>				
<p>0013AG</p>	<p>Coupon Request Wait List (FP          Requirements) (Per Transaction).          Pricing is as follows: (\$1,300,000.00)</p> <p>* five million coupons          5,000,000 coupons @ \$0.26per transaction          = \$1,300,000.00          This is an estimate but not limited to          5,000,000 coupons</p> <p>Accounting and Appropriation Data:          61.09.4701011.300.0019.190100000.06300000          00000000.25990000.000000</p> <p>DELIVERY DATE: 06/12/2009          SHIP TO:          NTIA/OTIA          1401 CONSTITUTION AVE, NW          ROOM 4812          WASHINGTON, DC 20230          FOB: Destination</p>	<p>1</p>	<p>LT</p>	<p>1,300,000.00</p>	<p>1,300,000.00</p>

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**SECTION H  
SPECIAL CONTRACT REQUIREMENTS**

**H.28 RECOVERY ACT-REPORTING REQUIREMENTS**

Not later than 10 days after the end of each calendar quarter, starting July 10, 2009, the contractor shall submit a report to the Contracting Officer that contains:

- (1) The total amount of recovery funds received from the agency;
- (2) The amount of recovery funds received that were expended or obligated to projects or activities. This reporting will also include unobligated allotment balances to facilitate reconciliations;
- (3) A detailed list of all projects or activities for which recovery funds were expended or obligated, including-
  - a. The name of the project or activity;
  - b. A description of the project or activity;
  - c. An evaluation of the completion status of the project or activity;
  - d. An estimate of the number of jobs created and the number of jobs retained by the project or activity; and
  - e. For infrastructure investments made by State and local government, the purpose, total cost, and rationale of the agency for funding the infrastructure investment with funds made available under the Recovery Act, and name of the person to contact at the agency if there are concerns with the infrastructure investment.
- (4) Detailed information on any subcontracts awarded by the contractor to include the data elements required to comply with the Federal Funding Accountability and Transparency Act of 2006 (Public Law 109-282), allowing aggregate reporting on awards below \$25,000 or to individuals, as prescribed by the Director or the Office of Management and Budget.

**H.29 ACCESS OF OFFICES OF INSPECTOR GENERAL TO CERTAIN RECORDS AND EMPLOYEES**

1. This contract is awarded with funds made available in the American Recovery and Reinvestment Act (Recovery Act). Any inspector general of a Federal department or executive agency shall review, as appropriate, any concerns raised by the public about specific investments using funds made available in the Recovery Act. Any findings of such reviews not related to an ongoing criminal proceeding shall be relayed immediately to the head of the department or agency concerned. In addition, the findings of such reviews, along with any audits conducted by any inspector general of funds made available in the Recovery Act, shall be posted on the inspector general's website and linked to the website established by section 1526 of the Recovery Act, except that portions of reports may be redacted to the extent the portions would disclose information that is protected from public disclosure under sections 522 and 522a of Title 5, United States Code.
2. Any representative of an appropriate inspector general appointed under section 3 or 8G of the Inspector General Act of 1978 (5 U.S.C. App.), is authorized -
  - (a) to examine any records of the contractor, any of its subcontractors, or any State or local agency administering such contract, that pertain to, and involve transactions relating to, the contract, or subcontract; and
  - (b) to interview any officer or employee of the contractor

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SPECIAL CONTRACT REQUIREMENTS

or agency regarding such transaction.

**H.30 ACCESS OF GOVERNMENT ACCOUNTABILITY OFFICE**

The Comptroller General and his representatives are authorized-

- (a) to examine any records of the contractor or any of its subcontractors, or any State or local agency administering such contract, that directly pertain to, and involve transactions relating to, the contract or subcontract; and
- (b) to interview any officer or employee of the contractor or any of its subcontractors, or of any State or local government agency administering the contract, regarding such transaction.

SECTION J  
LIST OF ATTACHMENTS

J.1 List of Attachments

- IA. Performance Work Statement Program Extension dated April 6, 2009.
- III. Firm-Fixed Price CLIN Performance Payment Milestones (Table 3A-1) revised dated April 6, 2009.
- IV. Service Level Standards (Table 3A-2) revised dated April 6, 2009.

J.2 III - FFP Perf. Payment

**Table 3A-1: Firm Fixed Price CLIN Performance Payment Milestones**

**REVISED APRIL 6, 2009**

CLIN 0001 Startup and OCD Period					
SLIN0001AA Startup and OCD	September 2007	Acceptance of Startup Plan (Final)	10%	1.1.1	C.3.3.1.1, C.3.3.2.2, C.3.3.2.
	September 2007	Acceptance of Project Management Plan (Final)	10%	1.1	C.3.3.2.2
	November 2007	Acceptance of Operational Capability Demonstration (OCD) Plan (Final)	10%	1.5.1	C.3.3.1.1, C.4.1
	November 2007	Acceptance of Monthly SLA Report Structure (Final)	10%	1.1.2.3	C.3.3.2.6
	December 2007	Acceptance of Roll-Out Plan (Final) OCD successfully completed (milestone)	10%	1.7	C.3.3.1.1
	January 2008		20%	1.5.4	C.3.3.1.3, C.3.3.1.4, C.3.3.1.
	January 2008	Ready to Accept Coupon Requests by Phone, Fax, Mail and Web	10%	1.6	C.3.3.1.3, C.3.3.1.6
	January 2008	Ready to Redeem Coupons	10%	1.6	C.3.3.1.5
	March 2008	Operational Phase Preparation successfully completed	10%	1.7	C.3.3.1.1, C.3.3.1.3, C.3.3.1.5 C.3.3.1.5
SLIN0001AD Consumer Education	September 2007	Acceptance of Consumer Education Plan (Draft)	35%	1.2	C.3.3.1.2
	October 2007	Acceptance of Consumer Education Plan (Final)	15%	1.2	C.3.3.1.2
	November 2007	Creative Brief (Draft)	35%	1.2	C.3.3.1.2
	December 2007	Consumer Testing of Materials – Results Report	15%	1.2	C.3.3.1.2
SLIN0001AE Retailer Certification and Training	October 2007	Acceptance of Retailer Certification Plan (Final)	10%	1.3	C.3.3.1.4
	October 2007	Ready to accept retailer certification	50%	1.3.3	C.3.3.1.4

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		applications			
	November 2007	Acceptance of Retailer Training Materials (Final)	15%	1.3	C.3.3.1.4
<b>CLIN 0002 Operational Phase</b>					
<b>SLIN0002AA Consumer Education</b>	April 2008	Production of Collateral Materials	15%	2.2	C.3.3.1.2
	April 2008	Media Kickoff and Web Site Launch	20%	2.2	C.3.3.1.2
	June 2008	Acceptance of Grassroots Coalition LOAs	20%	2.2	C.3.3.1.2
	July 2008	Acceptance of quarterly media compilation report (including monthly logs from April/May/June 2008), partnership activity tracker and hard copy material distribution log	10%	2.2	C.3.3.1.2
	October 2008	Acceptance of quarterly media compilation report (including monthly logs from July/August/September 2008), partnership activity tracker and hard copy material distribution log	10%	2.2	C.3.3.1.2
	January 2009	Kickoff of Final Push	5%	2.2	C.3.3.1.2
	January 2009	Acceptance of quarterly media compilation report (including monthly logs from October/November/December 2008), partnership activity tracker and hard copy material distribution log	10%	2.2	C.3.3.1.2
	March 2009	Acceptance of quarterly media compilation report (including monthly logs from January/February 2009), partnership activity tracker and hard copy material distribution log	10%	2.2	C.3.3.1.2
<b>SLIN0002AB Fixed Operational</b>	April 2008	Government determination that IBM's performance meets the outcomes described in RFP Section C.3.3.1 <sup>1</sup> - March 2008	10%	2.1.2.3	C.3.3.1.1, C.3.3.2.6
	May 2008	Government determination that IBM's performance meets the outcomes described in RFP Section C.3.3.1 <sup>1</sup> - April 2008	10%	2.1.2.3	C.3.3.1.1, C.3.3.2.6

<sup>1</sup> This determination shall be based on IBM's performance against SLSs proposed in Table 3A-2 for SLIN0002AC and SLIN0002AD, as well as IBM's performance against a subjective measure of client satisfaction. Each month NTIA will rate IBM on a scale of 1-10 to reflect their overall satisfaction with IBM's performance. Client Satisfaction success for purposes of these milestones will be considered a rating of 7 or higher. There are 13 SLSs proposed for the SLINs described above, and client satisfaction represents a 14<sup>th</sup> measure. When IBM has met or exceeded 10 of 14 of these measures the milestone payment will be due. If 9 or less are satisfied in a given month, the milestone payment will slip into the next month, where the same criteria will be applied to the "new" milestone. Additionally, If the client satisfaction rating is ever less than 7 in consecutive months, an executive meeting will be scheduled to determine the reasons for the low client satisfaction, and IBM will deliver a Client Satisfaction Improvement Plan within 5 business days after the meeting.

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	June 2008	Government determination that IBM's performance meets the outcomes described in RFP Section C.3.3.1 <sup>1</sup> - May 2008	10%	2.1.2.3	C.3.3.1.1, C.3.3.2.6
	July 2008	Government determination that IBM's performance meets the outcomes described in RFP Section C.3.3.1 <sup>1</sup> - June 2008	10%	2.1.2.3	C.3.3.1.1, C.3.3.2.6
	August 2008	Government determination that IBM's performance meets the outcomes described in RFP Section C.3.3.1 <sup>1</sup> - July 2008	5%	2.1.2.3	C.3.3.1.1, C.3.3.2.6
	September 2008	Government determination that IBM's performance meets the outcomes described in RFP Section C.3.3.1 <sup>1</sup> - August 2008	5%	2.1.2.3	C.3.3.1.1, C.3.3.2.6
	October 2008	Government determination that IBM's performance meets the outcomes described in RFP Section C.3.3.1 <sup>1</sup> - September 2008	5%	2.1.2.3	C.3.3.1.1, C.3.3.2.6
	November 2008	Government determination that IBM's performance meets the outcomes described in RFP Section C.3.3.1 <sup>1</sup> - October 2008	5%	2.1.2.3	C.3.3.1.1, C.3.3.2.6
	December 2008	Government determination that IBM's performance meets the outcomes described in RFP Section C.3.3.1 <sup>1</sup> - November 2008	5%	2.1.2.3	C.3.3.1.1, C.3.3.2.6
	January 2009	Government determination that IBM's performance meets the outcomes described in RFP Section C.3.3.1 <sup>1</sup> - December 2008	5%	2.1.2.3	C.3.3.1.1, C.3.3.2.6
	February 2009	Government determination that IBM's performance meets the outcomes described in RFP Section C.3.3.1 <sup>1</sup> - January 2009	10%	2.1.2.3	C.3.3.1.1, C.3.3.2.6
	March 2009	Government determination that IBM's performance meets the outcomes described in RFP Section C.3.3.1 <sup>1</sup> - February 2009	10%	2.1.2.3	C.3.3.1.1, C.3.3.2.6
	April 2009	Government determination that IBM's performance meets the outcomes described in RFP Section C.3.3.1 <sup>1</sup> - March 2009	5%	2.1.2.3	C.3.3.1.1, C.3.3.2.6
	May 2009	Government determination that IBM's performance meets the outcomes described in RFP Section C.3.3.1 <sup>1</sup> - April 2009	5%	2.1.2.3	C.3.3.1.1, C.3.3.2.6
<b>SLIN0002AE Retailer Certification and Training Materials</b>	May 2008	Close out of Retail Application Processing	100%	2.3	C.3.3.1.4, C.3.3.2.11
	December 2007	List of Eligible Converter Boxes Posted and Available	10%	1.3	C.3.3.1.4

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<b>SLIN00013A Consumer Education Extension</b>	April 2009	Acceptance of Extension Outreach Strategy	15%	2.2	C.3.3.1.2
	April 2009	Implementation of Extension Outreach Strategies targeted at 28 cities/markets of focus	20%	2.2	C.3.3.1.2
	April 2009	Production of Collateral Materials	15%	2.2	C.3.3.1.2
	July 2009	Acceptance of Final Media Compilation Report, including Media Outreach, Media Impressions, and Partner Activity (July 2009)	25%	2.2	C.3.3.1.2
	July 2009	Increase number of OTA coupon applications	25%	2.2	C.3.3.1.2
<b>SLIN00013D Operational Phase Extension</b>	June 2009	Government determination that IBM's performance meets the outcomes described in RFP Section C.3.3.1 <sup>1</sup> - May 2009	25%	2.1.2.3	C.3.3.1.1, C.3.3.2.6
	July 2009	Government determination that IBM's performance meets the outcomes described in RFP Section C.3.3.1 <sup>1</sup> - June 2009	25%	2.1.2.3	C.3.3.1.1, C.3.3.2.6
	September 2009	Government determination that IBM's performance meets the outcomes described in RFP Section C.3.3.1 <sup>1</sup> - August 2009	25%	2.1.2.3	C.3.3.1.1, C.3.3.2.6
	October 2009	Government determination that IBM's performance meets the outcomes described in RFP Section C.3.3.1 <sup>1</sup> - September 2009	25%	2.1.2.3	C.3.3.1.1, C.3.3.2.6
<b>CLIN 0004 Closeout</b>					
<b>SLIN0004AA Closeout Activities</b>	September 2009	Consumer Transactions Closeout and File Handoff	25%	4.2.2	C.3.3.1.8
	September 2009	Retailer Certification Closeout and File Handoff	25%	4.2.1	C.3.3.1.8
	January 2010	Consumer Redemption Closeout and File Handoff	25%	4.2.3	C.3.3.1.8
	January 2010	Dashboard Closeout and File Handoff	25%	4.2.4	C.3.3.1.8

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J.3 IV - Service Level Stds.

Table 3A-2 Service Level Standards REVISED dated April 6, 2009

CLIN 0001 Startup and OCD Period				
SLIN0001AB Coupon Distribution	IBM's OCD will include an end-to-end test of the system for a limited number of coupon distribution transactions.	100%	Each coupon distributed is successfully reflected in the Dashboard.	NA
SLIN0001AC Coupon Redemption and Payment	IBM's OCD will include an end-to-end test of the system for a limited number of coupon redemption transactions.	100%	Each coupon redeemed is successfully reflected in the Dashboard.	NA
CLIN 0002 Operational Phase				
SLIN0002AA Consumer Education	<b>Partner support at kick-off:</b> Three partners supporting the campaign by the national kick-off event.	20%	A signed Letter of Agreement from the partnering organizations.	One time occurrence timed to the national launch of the campaign.
SLIN0002AA Consumer Education	<b>Partner support at mid-point:</b> An additional three partners supporting the campaign at the operational phase mid-point.	20%	A signed Letter of Agreement from the partnering organizations.	One time occurrence at the half way between national launch date and February 17, 2009.
SLIN0002AA Consumer Education	<b>Media impressions:</b> Two million media impressions per quarter.	40%	Weekly media log including estimated impressions based on information from Factiva media database, VMS and other independent media monitoring services as necessary.	Quarterly beginning at time of national launch event.
SLIN0002AA Consumer Education	<b>Content of media stories:</b> Web site and/or phone number in 25 percent of media coverage	20%	Weekly media monitoring based on information from Factiva media database, VMS and other independent media monitoring services as necessary.	Quarterly beginning at time of national launch event.
SLIN0002AC Coupon Distribution	<b>Adherence to Live Support Hours of Operation:</b> Consumer Service Center will be operational 99.5 % of all planned hours of operations (24x7) within a calendar month, with the exception of scheduled downtime and pre-approved downtime for maintenance activities.	10%	Hours of Operation are measured as any time that a Customer Service Representative is tracked in the telephony technology as logged in to the telephones. Call Center Suite Reporter Pro generates reports indicating telephony usage on a real-time and historical basis.	Monthly
SLIN0002AC Coupon Distribution	<b>Consumer Responsiveness:</b> 100% of calls will be answered by the IVR in less than 20 seconds.	10%	Call Center Suite Reporter Pro generates reports indicating telephony usage on a real-time and historical basis. Hold times will be monitored and measured in real time to confirm minimum wait times.	Monthly
SLIN0002AC Coupon Distribution	<b>Coupon Distribution:</b> 90% of coupons requests will be fulfilled within 6 business days (between coupon requests and coupon issuance), remainder fulfilled within 13 business days.	10%	Consumer Service database tracks the total volume of coupons requested and issued. Monthly metrics report will include the distribution of time for coupons issued.	Monthly
SLIN0002AC Coupon Distribution	<b>Coupon Contingency Alert:</b> Provide NTIA an immediate, official notice that requires client receipt and signature when the Program's Total Coupon Funding Spent, calculated as the total value of issued, unexpired coupons	10%	Consumer Service database tracks the total volume of coupons issued and not expired and the volume of coupons redeemed. The NTIA Dashboard will monitor and report on the total value of redeemed, issued and unexpired coupons in the coupon funds	One-time occurrence. Any month where this alert is not applicable, IBM will receive full credit.

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	plus the total value of all redeemed coupons, is equal to or greater than 80 % of the \$890 Million defined contingency threshold. Once the threshold is reached, NTIA receives daily coupon value reports.		management Dashboard report.	
SLIN0002AC Coupon Distribution	<b>Consumer Coupon Validation:</b> 100 % of all consumer coupon requests are reviewed against NTIA program rules for household eligibility.	20%	Coupon validation is measured monthly by auditing a subset (typically 3%) of the coupon transactions. The IBM Team has not met this SLA for the month if any of the audited coupons do not meet the validation requirements.	Monthly
SLIN0002AC	<b>Coupon Mailing and Activation:</b> 99.8 % of validated coupon requests by eligible households are mailed to the correct U.S. consumer household.	20%	USPS postage paperwork confirms mailing counts and addresses, providing independent validation of activated coupons mailed.	Monthly
SLIN0002AC Coupon Distribution	<b>Consumer Information Website Availability:</b> Consumer website is available and functioning for public access 99.5 % of the 24 hours and 7 days of operation excluding regularly scheduled downtime and pre-approved downtime for maintenance activities.	10%	Actual uptime and expected uptime measured in minutes on a monthly basis measured using Web Watch Bot. Located outside IBM's network, this machine queries websites at predetermined intervals to test availability. Expected formula: Number of minutes in the reporting period – (regularly scheduled downtime + pre-approved downtime)/ Total possible operating minutes	Monthly
SLIN0002AC Coupon Distribution	<b>Voice response unit availability:</b> Interactive voice response unit is functioning and available for public access 99.5 % of the time, excluding regularly scheduled downtime and pre-approved maintenance activities.	10%	Actual uptime and expected uptime measured in minutes on a monthly basis measured and reported using Call Center Suite Reporter Pro. Expected formula: (Number of minutes in the reporting period – (regularly scheduled downtime + pre-approved downtime))/Total possible operating minutes	Monthly
SLIN0002AC	<b>TOTAL</b>	<b>100%</b>		
SLIN0002AD Coupon Redemption and Payment	<b>Retailer Certification :</b> 100 % of coupons are redeemed by certified retailers only	20%	Monthly report will provide the count of redeemed coupons by certified retailer; the total of this will be compared with the total number of coupons redeemed. Any coupons authorized and reimbursed by non-certified retailers will result in this penalty being enacted.	Monthly
SLIN0002AD Coupon Redemption and Payment	<b>Coupon Redemption Authorization Rate:</b> The payment authorization engine will respond to 99% of all authorization requests within 3 seconds. The standard is consistent with credit card authorization standards. If the authorization request is unsuccessful, the retailer simply tries again.	20%	The Payment Authorization engine processes all coupon redemption authorizations and provides approval or denial within 3 seconds. This information is captured and reported by the Payment Authorization Engine.	Monthly

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SLIN0002AD Coupon Redemption and Payment	<b>Coupon Redemption Validation:</b> 100 % of coupons are validated against NTIA program business rules before requesting settlement from the Treasury.	30%	Audit analysts will assess a sample of redeemed coupons to conduct a post-settlement audit to confirm that each coupon was redeemed at a valid retailer, is an actual valid coupon, is redeemed for the \$40 value, and has a valid SKU number. The IBM Team has not met this SLA for the month if any of the audited redeemed coupons do not meet the validation requirements.	Monthly
SLIN0002AD Coupon Redemption and Payment	<b>Retailer Payment Processing Time:</b> 99 % of retailer payment transactions that successfully pass the automated post-settlement audit will be sent to the Treasury for payment in 2 business days. The remainder will be processed within 5 business days.	20%	Coupon Redemption database records date when retailers request settlement, the date of authorization, and when the transaction is sent to the Treasury for settlement.	Monthly
SLIN0002AD Coupon Redemption and Payment	<b>Authorization Unit Availability:</b> Coupon authorization engine is functioning and available 99.5 % of the time (24x7) excluding regularly scheduled downtime and pre-approved maintenance activities.	10%	Actual uptime and expected uptime measured in minutes on a monthly basis measured using the Payment Authorization technology. Expected uptime formula: (Number of minutes in the reporting period - (regularly scheduled downtime + pre-approved downtime))/Total possible operating minutes	Monthly
SLIN0002AD	<b>TOTAL</b>	<b>100%</b>		

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<b>CLIN 0003 Contingent Plan</b>				
SLIN0003AA Coupon Distribution	Same as SLIN0002AC, substituting an alert when 80% of final distribution of funds has been obligated, for the one-time Coupon Contingency Alert standard that is not applicable to SLIN0003AA	Same as SLIN0002A C	Same as SLIN0002AC	Same as SLIN0002AC
<b>SLIN0003AA</b>	<b>TOTAL</b>	<b>100%</b>		
SLIN0003AB Coupon Redemption and Retailer Payment	Same as SLIN0002AD	Same as SLIN0002A D	Same as SLIN0002AD	Same as SLIN0002AD
<b>SLIN0003AB</b>	<b>TOTAL</b>	<b>100%</b>		

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<b>CLIN 0013 Operational Phase Extended</b>				
SLIN00013A Consumer Education	Acceptance of Extension Outreach Strategy	Reduction of associated milestone by 8% if fail to fully achieve	Acceptance of targeted strategy for the 28 key cities/markets of focus	One Time
	Implementation of Extension Outreach Strategies targeted at 28 cities/markets of focus	Reduction of associated milestone by 5% if fail to fully achieve	Acceptance of progress report highlighting activity in process for each of 28 cities of focus.	One Time
	Production of Collateral Materials	Reduction of associated milestone by 3% if fail to fully achieve	Agreed upon materials (i.e., fact sheet, poster, etc.) printed and available for use by partners, measured by summary report of material distribution	One Time
	Acceptance of Final Media Compilation Report (July 2009) <ul style="list-style-type: none"> <li>Disseminate information to 50 media outlets per month</li> <li>Garner 13 million media impressions related to the Coupon Program</li> <li>Garner 15 activities executed by partners (Activity defined as disseminating information about the Coupon Program to partner members, constituents or the target audiences.)</li> </ul>	Reduction of associated milestone by 8% if fail to achieve	Summary report of information	One time occurrence tied to report delivery
	Increase number of OTA coupon applications	Reduction of associated milestone by 10% if fail to achieve	Number of coupon requests from OTA households in target 28 markets is greater than number reported on April 1, 2009, as shown in the dashboard	One time tied to completion of activities
<b>SLIN00013A</b>	<b>TOTAL</b>	<b>100%</b>		
SLIN00013E Coupon Distribution	Same as SLIN0002AC, substituting an alert when 80% of final distribution of funds has been obligated, for the one-time Coupon Contingency Alert standard that is not applicable to SLIN0003AA	Same as SLIN0002AC	Same as SLIN0002AC	Same as SLIN0002AC
<b>SLIN00013E</b>	<b>TOTAL</b>	<b>100%</b>		
SLIN00013F Coupon Redemption and Retailer	Same as SLIN0002AD	Same as SLIN0002AD	Same as SLIN0002AD	Same as SLIN0002AD

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Payment				
SLIN0013F	TOTAL	100%		

**J.4 IA - Perf. Work Stmt. Program Extension**  
Performance Work Statement Program Extension  
April 6, 2009

Consumer education efforts during this period of performance (April 2009 – August 2009) will be targeted to the approximately five million households that remain unprepared for the end of analog broadcasts in June. Our outreach will continue to be focused on those populations that have a higher propensity to be over-the-air households (minorities, rural, senior, disabled, low income), but with a particular emphasis on the African American and Hispanic populations that currently lag behind the national average in preparedness (Nielsen, 2009). We will also develop strategies and define tactics to reach consumers 18-34 years of age. We will further target our efforts in the 27 select designated market areas (DMAs) where need is greatest and agreed upon with NTIA. Where appropriate and as mutually agreed, we may expend additional efforts in additional cities identified by the FCC.

*Strategy Development and Program Support.* Ketchum will draft a brief addendum to the Consumer Education Plan with outreach recommendations and an action plan (informed by research with the target populations) for the period of April 1 through final point of coupon redemption. The team will also continue to support the Program through activities including, but not limited to: assistance in preparing congressional testimony and/or reporting as it relates to consumer outreach efforts; participation in Administration-related and other key meetings and briefings; regular consumer education and IBM program team administrative and working sessions; maintenance of a database of partner and media activity; and pulling reports and answering inquiries related to database content.

*Message and Material Development.* Changes to the transition date and the TV Converter Box Coupon Program mean additional materials will need to be created. The specific items to be developed will be determined in coordination with NTIA as a result of information gathered from research with the target audiences, but at this time we anticipate needing items such as: program one-pager, newsletter article, poster, and a resource list to direct consumers to more specific technical support. These items will all be translated into Spanish and into no more than five Asian languages. Materials will also be made available via the consumer web site in a format that is accessible to persons with disabilities.

In addition to new materials, Ketchum will oversee consumer and retail Web site content to ensure consistency. We will offer recommendations and text to keep the web sites up-to-date. This includes reviewing and revising current materials that can still be used with minor adjustments (i.e., materials highlighting consumer options, benefits of digital television transition, etc.).

*Earned Media Outreach.* Earned media outreach has been a cornerstone of our outreach to date with successful results. In the months leading up to June 12, 2009, Ketchum will continue to use earned media that specifically reaches the five target audiences, with increased efforts to African American and Hispanic media, primarily but not exclusively in the identified NTIA target markets. This may include offering story ideas and interviews with NTIA spokespeople, engaging key local media personalities in outreach or local events, or highlighting efforts and assistance available through NTIA's grantee n4a in our target markets. In addition, the IBM Team will assist n4a and LCCREF's local outreach partners with earned media to highlight their activities and events.

Ketchum will also support Coupon Program updates or announcements that must be communicated on a nationwide level (i.e., changes in how program operates, elimination of/creation of waiting list, etc.). In addition to conducting proactive outreach, when appropriate we anticipate using a variety of earned media tools that have proven successful including (but not limited to): radio media tours; press releases; and telebriefings.

*Partner Engagement and Support.* The IBM/Ketchum team will continue to reach out to partner organizations that regularly interact with our five target audiences asking them to voluntarily educate their constituents. We anticipate engaging a limited number of additional partners in each of the key target markets chosen. In addition to assistance in

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applying for the coupon, the IBM team will work with partners to encourage/organize their assistance in purchasing and installing converter boxes.

While Ketchum will continue to reach out to partners across the country, the majority of its efforts will be focused on the target audiences in the 27 cities identified by NTIA. Ketchum will develop new strategies and tactics based on research from the focus groups to reach these audiences. For example, based on focus group research, reaching Native Americans through Charter Houses is an efficient and cost effective way to reach this group. Reaching the Hispanic and Asian populations by placing information in grocery stores and setting up tables outside WalMart is another efficient and cost effective way to reach these groups. The focus groups identified new approaches applicable for each of the five targeted groups and will be applied during the next four months. As noted above, we will develop materials that can be used and distributed by our partner organizations. We will continue to stay in close contact with our partners through one additional partner conference call, and two additional e-newsletter and partner Program e-mail alerts when appropriate. Finally, we will develop a PowerPoint training module and offer it via Webinar several times (approximately 2-4 as needed) to ensure consistent and accurate information dissemination by partners, grantees and other organizations interacting with consumers about the Coupon Program.