On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage™, a menu-driven database system. The INTERNET address for GSA Advantage™ is: http://www.GSAAdvantage.gov.

Schedule Title: Multiple Award Schedule
Federal Supply Group: Professional Services

Contract Number: 47QRAA19D000T
Contract Period: November 07, 2018 through November 06, 2023

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Contractor: JR Communications, LLC
6104 Harvard Ave
Glen Echo, MD 20812-1116

Business Size: Small, Woman-Owned Business

Telephone: 202-486-3059
Web Site: http://www.jrcommunications.com
E-mail: julie@jrcommunications.com
Contract Administration: Julie Rosenthal

*Pricelist current through Modification #A826 effective 03-22-2021.
CUSTOMER INFORMATION:

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:

<table>
<thead>
<tr>
<th>SIN</th>
<th>Recovery</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541613</td>
<td>541613RC</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541820</td>
<td>541820RC</td>
<td>Public Relations Services</td>
</tr>
<tr>
<td>OLM</td>
<td>OLMRC</td>
<td>Order Level Materials</td>
</tr>
</tbody>
</table>

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. See Pricing Page 4.

1c. If the Contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate “Not applicable” for this item. See Labor Category Descriptions Page 5.

2. Maximum Order: For SINs 541613 and 541820: $1,000,000.00
               For SIN OLM: $250,000.00

3. Minimum Order: $100.00

4. Geographic Coverage (delivery Area): Worldwide

5. Point(s) of production (city, county, and state or foreign country): Same as company address

6. Prices Shown Herein are Net (discount deducted)

7. Quantity discounts: None

8. Prompt payment terms: Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions

9. Foreign items (list items by country of origin): None

10a. Time of Delivery (Contractor insert number of days): Specified on the Task Order

10b. Expedited Delivery. The Contractor will insert the sentence “Items available for expedited delivery are noted in this price list.” under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery: Contact Contractor

10c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: Contact Contractor

10d. Urgent Requirements. The Contractor will note in its price list the “Urgent Requirements” clause of its contract and advise agencies that they can also contact the Contractor’s representative to effect a faster delivery: Contact Contractor
11. **F.O.B Points(s):** Destination

12a. **Ordering Address (es):** Same as Contractor

12b. **Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3

13. **Payment address (is):** Same as Contractor

14. **Warranty provision:** Contractor’s standard commercial warranty.

15. **Export Packing Charges (if applicable):** N/A

16. **Terms and conditions of rental, maintenance, and repair (if applicable):** N/A

17. **Terms and conditions of installation (if applicable):** N/A

18a. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable):** N/A

18b. **Terms and conditions for any other services (if applicable):** N/A

19. **List of service and distribution points (if applicable):** N/A

20. **List of participating dealers (if applicable):** N/A

21. **Preventive maintenance (if applicable):** N/A

22a. **Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants:** N/A

22b. **If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor’s website or other location.)** The EIT standards can be found at: www.Section508.gov/. N/A

23. **Data Universal Numbering System (DUNS) number:** 129276973

24. **Notification regarding registration in System for Award Management (SAM) database:** Registered.
GSA Awarded Pricing
The rates are inclusive of the Industrial Funding Fee (IFF) of 0.75%.

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>541613 &amp; 541820</td>
<td>Account Director</td>
<td>$268.77</td>
<td>$274.41</td>
<td>$280.17</td>
<td>$286.06</td>
<td>$292.06</td>
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<td>$164.65</td>
<td>$168.10</td>
<td>$171.63</td>
<td>$175.24</td>
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<td>$199.57</td>
<td>$203.76</td>
<td>$208.04</td>
<td>$212.41</td>
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<td>$124.73</td>
<td>$127.35</td>
<td>$130.03</td>
<td>$132.76</td>
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<td>$124.73</td>
<td>$127.35</td>
<td>$130.03</td>
<td>$132.76</td>
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<tr>
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<td>$124.73</td>
<td>$127.35</td>
<td>$130.03</td>
<td>$132.76</td>
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<td>$144.69</td>
<td>$147.73</td>
<td>$150.83</td>
<td>$154.00</td>
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<td>$164.65</td>
<td>$168.10</td>
<td>$171.63</td>
<td>$175.24</td>
</tr>
<tr>
<td>541613 &amp; 541820</td>
<td>Senior Social Media Strategist</td>
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<td>$164.65</td>
<td>$168.10</td>
<td>$171.63</td>
<td>$175.24</td>
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<tr>
<td>541613 &amp; 541820</td>
<td>Social Media Specialist</td>
<td>$122.17</td>
<td>$124.73</td>
<td>$127.35</td>
<td>$130.03</td>
<td>$132.76</td>
</tr>
</tbody>
</table>

**Service Contract Labor Standards:** The Service Contract Labor Standards (SCLS) is applicable to this contract as it applies to the entire Multiple Awards Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and/or when the contractor adds SCLS labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.
Labor Category Descriptions

**Account Director**

**Functional Responsibility:** The Account Director leads and manages a team of Public Relations (PR) professionals and Account Managers, providing career counsel, professional development support, monitoring, and performance reviews. Identifies training needs where required. Manages new accounts along with existing ones. Acts as senior Point-Of-Contact (POC) for clients. Oversees media strategy and account development. Provides support for agency growth and development of new business pipeline. Achieves exceptional outcomes for current clients and managing an extended portfolio ensuring consistency of service is delivered in line with company policy. Champions the agency values and brand. Develops senior media relationships and managing contacts with key commentators, industry spokespeople, and sector influencers. Offers crisis management and counsel to clients and extending networking opportunities. Oversees provision of account resources. Formulates business strategy in conjunction with other directors. Reports into the board and providing high-level data analysis.

**Minimum Experience:** 15 years

**Minimum Education:** Bachelor’s

**Account Executive**

**Functional Responsibility:** The Account Executive collaborates with a team of Graphic and Web Designers, Video Producers, and other PR professionals to ensure understanding and execution of communications needs and requirements. Provides guidance and expert advice to managers, clients, and peers on public relations strategy, to include campaigns and special events. Accepts and provides constructive criticism and resolves conflicts in order to meet the needs of managers, clients, and peers. Researches, writes, and prepares content for social media pages, presentations, speeches, websites, newsletters, video scripts, and correspondence. Reviews content and designs for errors before printing or publishing final work. Manages and maintains branding and style standards including font, image, content, and logo usage. Assists with media relations, including developing news releases, facilitating information requests, and conducting on-camera interviews. Conceptualizes, designs, and creates print and electronic materials, including newsletters, flyers, brochures, logos, graphics, and templates. Coordinates special projects and special events. Keeps a pulse on new communications tools/tactics and seeks new opportunities to reach target audiences.

**Minimum Experience:** 3 years

**Minimum Education:** Bachelor’s

**Account Supervisor**

**Functional Responsibility:** The Account Supervisor leads Account Executives and account teams. Allocates new accounts and tasks to team members. Monitor team performance and give guidance when needed. Provides strategic insight to clients’ programs. Oversees execution, analysis, and optimization of communications plans. Communicates with clients daily to ensure satisfaction. Reviews
recommendations for communication campaigns. Manages financial aspects of accounts (budgets, contracts, fees, etc.). Reports on activities and accounts. Manages client deliverables according to Scopes of Work (SOWs), taking responsibility for exceeding expectations and looking for new opportunities that help our clients achieve their objectives. Contributes to strategic direction of client work. Develops messaging and builds out components of plans. Collaborates with leadership team members in identifying and resolving potential budget concerns as well as bringing fresh ideas to clients - even those outside the SOW. Develops and ensures client receptivity to SOWs. Spots and forwards trend information to clients, providing context for how it relates to our work. Ensures client objectives are top-of-mind within the team, deadlines are met, and projects are executed within budget. Reinforces clients’ key messages in deliverables. Advocates for team needs while meeting client expectations. Develops relationships and engages with media and influencers via social media. Participates in professional development and community involvement opportunities. Takes on a major role in developing annual plans for clients. Demonstrates a commitment to continuous learning. Demonstrates high emotional intelligence in terms of client and team needs.

Minimum Experience: 10 years

Minimum Education: Bachelor’s

**Content Manager**

**Functional Responsibility:** The Content Manager translates a strategy brief into powerful copy and stories that drive a desired action. Works to deepen understanding and engagement of client’s target audiences. Manages content development process and package for multiple channels. Writes both short and long-form pieces clients for the purposes of elevating their profile and advancing client’s mission. Works to identify and develop compelling stories about the client’s work. Identifies opportunities to gather content from the field in support of client’s editorial content strategy. Manages vendor relations - photographers or videographers. Delivers packaged content and stories for pre-determined marketing tactics. Collaborates with client’s marketing team to optimize and produce stories and content to enhance client’s website for the purposes of boosting online engagement. Sets up, organizes, manages, and maintains client’s story and image asset bank to ensure all content is properly tagged, archived, and that all client’s staff know where to find key stories and images. In collaboration with marketing team, prepares talking points, key messages, and editorial pieces or presentations as needed. Helping to create, manage, and update content calendar in collaboration with key stakeholders.

Minimum Experience: 3 years

Minimum Education: Bachelor’s

**Media Relations Specialist**

**Functional Responsibility:** The Media Relations Specialist writes and distributes press releases. Copyedits, proofreads, and revises written communications and statements. Requests an image for press release distribution via external communications team. Creates media reports for campaigns and press releases sent over the wire. Creates and maintains a year-long press release calendar. Manages media relations inquiries requests in a timely manner. Is the main media contact on press releases and
on loves.com as the contact for media inquiries. Identifies and develops key media contact lists. Vets journalists on our current media list and updates on a regular basis. Builds a list of key media influencers. Writes and prepares media pitches. Builds, maintains, and monitors strong relationships with media reps via weekly contact. Builds a Twitter list of media reps and regularly engages with media and journalists on Twitter. Researches media coverage and industry trends. Coordinates press interviews / media opportunities with media outlets and company representatives. Prepares talking points for media interviews with company representatives. Researches availability of company representatives. Works with managers on crisis communications messaging. Researches and submits for awards on behalf of the company. Writes blog content as needed. Writes social media content as needed. Supports department at events. Supports the implementation of promotional plans, as requested by managers and team.

Minimum Experience: 5 years

Minimum Education: Bachelor’s

PR Specialist

Functional Responsibility: The Public Relations (PR) Specialist is responsible for writing press releases and supporting social media strategy. Implements media relations efforts, including media list development (key local and national reporters across all channels of media). Coordinates media and planning efforts as directed. Cultivates stories to pitch to media. Works closely with the social media team to coordinate postings to website and social media channels. Also, responsible for working with the team to develop and implement comprehensive brand-building and event-based PR programs and strategies. Prepares reports and maintains documentation regarding PR activities.

Minimum Experience: 5 years

Minimum Education: Bachelor’s

Senior Content Manager

Functional Responsibility: The Senior Content Manager is responsible for creating and editing content as well as publishing and managing for the company’s web pages, landing pages, complex consumer marketing campaigns, marketing collateral, and other high-profile, external-facing, digital creative assets, and communications programs. Ensures that all content created supports the client’s business and marketing objectives. Works closely with marketing leaders and helps craft appropriate messages to promote the company’s products and services, with the goal of helping to increase sales and brand awareness. Collaborates with internal partners and agency partners to build campaigns using modern marketing technologies and strategies such as direct response digital media campaigns and paid search campaigns. Serves as liaison with internal teams to ensure publishing and security standards are adhered to and follow systems protocols. Ensures Search Engine Optimization (SEO) and web analytics tagging is implemented appropriately. Stays abreast of technological advances in digital content publishing and seeks to apply best practices. Identifies new content opportunities and ways to
repurpose existing content. Ensures that all content he/she creates adheres to the client’s brand voice, follows correct grammar rules, and receives the necessary internal and external legal, compliance, and regulatory reviews/approvals in a timely fashion to hit critical deadlines. Leverages tracking tools to measure the impact of the pieces they develop across channels.

**Minimum Experience:** 5 years

**Minimum Education:** Bachelor’s

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**Senior Media Relations Specialist**

**Functional Responsibilities:** The Senior Media Relations Specialist collaborates with senior leadership to develop and drive communications strategy for a range of clients. Prepares spokespeople for media interviews through the development of messaging and talking points, and in-depth media training when required. Manages projects and juggles multiple tasks simultaneously. Builds awareness of clients by generating targeted media coverage through storytelling and the development of creative PR programs. Conducts proactive media outreach, prepares press releases, media briefings, messaging documents, coverage reports, and communications plans. Ensures ongoing monitoring of editorial calendars and proactive pitching of story ideas, news developments, and expert sources to media. Develops and maintains strong relationships with local and national press. Performs in-depth research to support communications and messaging. Analyzes, measures, and reports on communications and media projects.

**Minimum Experience:** 7 years

**Minimum Education:** Bachelor’s

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**Senior Social Media Strategist**

**Functional Responsibility:** The Senior Social Media Specialist develops budgets, media, content and editorial plans, and realistic timetables. Collaborates with the account team in creation of marketing recommendations, strategies, and actions for the client. Reviews, analyzes, and evaluates the following, relative to the client’s needs and objectives: all assigned creative projects, internal agency projects, and assigned new business projects. Provides client platform/business updates on a regular basis to demonstrate upcoming opportunities and threats to their business. Defines project scope/estimate and writes SOWs and technical specifications and works with the account team in the creation of project specifications and time plans. Educates the account team and clients and manages their needs and expectations. Employs a variety of research techniques to understand and analyze online data and provide insight about relevant online conversations and voices in those conversations. Creates development plans for online content; recommends content types and organization based on user needs and marketing goals; and identifies content gaps. Selects and evaluates content and develops site content matrix. Defines research requirements for web strategy. Develops content attributes and classification schemes (content models). Provides content development and editorial calendar planning. Initiates and leads all appropriate project meetings. Conducts online media, influencer, and partnership outreach. Assists in the execution of ongoing content for clients. Works with internal and external managers to identify goals and metrics and integrate those metrics into the content development process. Builds, tracks, and monitors assigned strategic projects. Monitors and analyzes online media
and other relevant digital communications channels. Works closely with clients and account teams on the development of social media programs and strategies. Prepares reports summarizing the results of social media campaigns.

**Minimum Experience:** 7 years

**Minimum Education:** Bachelor’s

**Social Media Specialist**

**Functional Responsibility:** The Social Media Specialist builds and executes social media strategy through research, benchmarking, messaging, and audience identification. Writes, develops, and strategizes online content production and scheduling. Assists with crisis management, bad reviews, and negative news communications. Generates, edits, publishes, and shares content daily (original text, images, video, and Hypertext Markup Language (HTML)). Builds meaningful connections and encourage community members through dialog and messaging. Creates and maintains company social media pages and profiles. Moderates user-generated content and messages appropriately, based on company and community policies. Creates and implements social media marketing plan and editorial calendar. Tracks and analyzes analytics reports to gain insight on traffic, demographics, and effectiveness and utilizes this information to positively affect future outcomes. Collaborates with other departments to manage company reputation, coordinates promotions, and increases reach.

**Minimum Experience:** 3 years

**Minimum Education:** Bachelor’s

**Experience & Degree Substitution Equivalencies**

Experience exceeding the minimum shown may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.

<table>
<thead>
<tr>
<th>Equivalent Degree</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate’s</td>
<td>2 years relevant experience</td>
</tr>
<tr>
<td>Bachelor’s</td>
<td>Associate’s degree + 2 years relevant experience or 4 years relevant experience</td>
</tr>
<tr>
<td>Master’s</td>
<td>Bachelor’s plus 2 years relevant experience or Associate’s degree + 4 years relevant experience or 6 years relevant experience</td>
</tr>
<tr>
<td>PhD</td>
<td>Master’s + 2 years relevant experience, or Bachelor’s + 4 years relevant experience or Associate’s + 6 years relevant experience or 8 years relevant experience</td>
</tr>
</tbody>
</table>