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

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

Contract Number: 47QRAA19D008Q  
Contract Period: June 03, 2019 – June 02, 2024

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

Contractor: Jones Public Relations, Inc.  
228 Robert S Kerr Ave, Suite 500  
Oklahoma City, OK 73102

Business Size: Small, Woman-Owned Business

Telephone: 405-516-9686  
FAX Number: 405-516-9685  
Web Site: www.jones.pr  
E-mail: brenda@jones.pr  
Contract Administration: Brenda Jones Barwick

Pricelist current through Modification #PS-0006, effective 09-15-2022.
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>512110</td>
<td>512110RC</td>
<td>Video/Film Production</td>
</tr>
<tr>
<td>541430</td>
<td>541430RC</td>
<td>Graphic Design Services</td>
</tr>
<tr>
<td>541613</td>
<td>541613RC</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541810</td>
<td>541810RC</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541810ODC</td>
<td>541810ODCRC</td>
<td>Other Direct Costs for Marketing and Public Relations 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 5.

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 8.

2. Maximum Order: $1,000,000.00

3. Minimum Order: $100.00

4. Geographic Coverage (delivery Area): Domestic and Overseas

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

6. Discount from list prices or statement of net price: Government net prices (discounts already 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 Jones Public Relations, Inc. for rates.
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), and a sample BPA are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. Payment address(is): Same as company address

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. Unique Entity Identifier (UEI) number: MVNQKKGLSS85

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>SIN 512110, 541430, 541613, 541810 &amp; 541820</th>
<th>Labor Category</th>
<th>6/03/2019 - 6/02/2020</th>
<th>6/03/2020 - 6/02/2021</th>
<th>6/03/2021 - 6/02/2022</th>
<th>6/03/2022 - 6/02/2023</th>
<th>6/03/2023 - 6/02/2024</th>
</tr>
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<tbody>
<tr>
<td>Art Director</td>
<td>N/A</td>
<td>$114.71</td>
<td>$117.81</td>
<td>$120.99</td>
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<td>Assistant Creative Director (ACD)</td>
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<td>$104.74</td>
<td>$107.56</td>
<td>$110.47</td>
<td>$113.45</td>
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<tr>
<td>Communication Manager (CM)</td>
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<td>$149.62</td>
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<td>Communication Specialist (CS)</td>
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<td>$124.69</td>
<td>$128.05</td>
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<td>$99.75</td>
<td>$102.44</td>
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<td>Film and Video Director</td>
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<td>$87.08</td>
<td>$89.43</td>
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<td>Illustrator</td>
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<tr>
<td>Jr. Communication Specialist (JCS)</td>
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<td>$84.79</td>
<td>$87.08</td>
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<td>Jr. Media Specialist (JMS)</td>
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<td>$102.44</td>
<td>$105.21</td>
<td>$108.05</td>
<td>$110.97</td>
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<td>SIN</td>
<td>Labor Category</td>
<td>6/03/2019 - 6/02/2020</td>
<td>6/03/2020 - 6/02/2021</td>
<td>6/03/2021 - 6/02/2022</td>
<td>6/03/2022 - 6/02/2023</td>
<td>6/03/2023 - 6/02/2024</td>
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<td>$117.81</td>
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<td>Motion Editor</td>
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<td>Multi-Media Designer</td>
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<td>Photographer</td>
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<td>SIN 512110, 541430, 541613, 541810 &amp; 541820</td>
<td>Producer</td>
<td>N/A</td>
<td>N/A</td>
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<td>SIN 512110, 541430, 541613, 541810 &amp; 541820</td>
<td>Production Assistant</td>
<td>N/A</td>
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<td>SIN 512110, 541430, 541613, 541810 &amp; 541820</td>
<td>Production Coordinator</td>
<td>N/A</td>
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<td>$74.81</td>
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<td>SIN 512110, 541430, 541613, 541810 &amp; 541820</td>
<td>Project Manager (PM)</td>
<td>$174.56</td>
<td>$179.27</td>
<td>$184.11</td>
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<td>SIN 512110, 541430, 541613, 541810 &amp; 541820</td>
<td>Senior Graphic Designer</td>
<td>N/A</td>
<td>N/A</td>
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<td>Senior Motion Designer</td>
<td>N/A</td>
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<td>$144.63</td>
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<td>Senior Producer</td>
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<td>Senior Video &amp; Film Specialist</td>
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<td>N/A</td>
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<td>Sound Recordist</td>
<td>N/A</td>
<td>N/A</td>
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<td>Sr. Project Manager (SPM)</td>
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<td>SIN</td>
<td>Support Product/ODC</td>
<td>ODC Description</td>
<td>Ceiling Price Offered to GSA w/IFF</td>
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<tr>
<td>541810ODC</td>
<td>Traditional Advertising Media Buy - Out-of-Home for one media market</td>
<td>1 print ad for 5 months in one media market on Out-of-Home 6 vinyl billboards, 9 digital billboards, 5 bus benches, 9 bus shelters.</td>
<td>$75,925.89</td>
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<tr>
<td>541810ODC</td>
<td>Traditional Advertising Media Buy - One Cable TV statewide ad for one quarter</td>
<td>1 video ad to air statewide on Cable TV for 4 months.</td>
<td>$91,994.31</td>
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<tr>
<td>541810ODC</td>
<td>Traditional Advertising Media Buy - One cable TV and radio statewide ad for one week</td>
<td>1 broadcast ad for Cable TV and radio for 6 days statewide</td>
<td>$84,072.68</td>
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<td></td>
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<tr>
<td>541810ODC</td>
<td>Traditional Advertising Media Buy - One movie product placement</td>
<td>1 product placement for movie to be distributed nationwide.</td>
<td>$13,799.14</td>
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<tr>
<td>541810ODC</td>
<td>Traditional Advertising Media Buy - Production fees for one video and one out-of-home installation</td>
<td>Production fees for one video and one Out-of-Home phone booth-style art installation.</td>
<td>$164,259.62</td>
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<tr>
<td>541810ODC</td>
<td>Traditional Advertising Media Buy - One print ad in community newspapers for two months</td>
<td>One 1/4 page print ad in 10 community newspapers for 10 weeks.</td>
<td>$16,627.97</td>
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<td>SIN</td>
<td>Support Product/ODC</td>
<td>ODC Description</td>
<td>Ceiling Price Offered to GSA w/IFF</td>
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<tr>
<td>541810ODC</td>
<td>Digital Media Buy - One video and one display digital ad nationwide for two months</td>
<td>One video ad and one display ad placed for 8 weeks to targeted audiences nationwide on 4Screen and 3Screen media platforms and devices.</td>
<td>$349,578.36</td>
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<tr>
<td>541810ODC</td>
<td>Digital Media Buy - One video, one display and one audio ad statewide for five months</td>
<td>One video, one display and one audio ad to targeted audiences statewide for 5 months on 4Screen, 3Screen devices; Out-of-Home media platforms; Audio podcasts and music/news streaming; and Rich Interactive Media.</td>
<td>$367,977.22</td>
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<tr>
<td>541810ODC</td>
<td>Social Media - Ads and boosted posts placed on four social media platforms nationwide for six months</td>
<td>21 ads and posts placed on Facebook, Instagram, Twitter and LinkedIn nationwide to target audiences for 6 months.</td>
<td>$17,277.45</td>
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<tr>
<td>541810ODC</td>
<td>Social Media - Ads placed on six social media platforms statewide for five months</td>
<td>55 ads placed on Facebook, Instagram, Twitter, TikTok, YouTube and LinkedIn statewide to targeted audiences for 5 months.</td>
<td>$436,972.95</td>
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<tr>
<td>541810ODC</td>
<td>Social Media - Boosted posts on three social media platforms statewide for six months</td>
<td>129 placed posts and ads on Facebook, Instagram and Twitter statewide to targeted audiences for 6 months.</td>
<td>$24,185.30</td>
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<tr>
<td>541810ODC</td>
<td>Social Media/Influencers - Fees paid to Influencers for posts and influencer gift boxes</td>
<td>Posts by 60 paid influencers to targeted audiences statewide for 5 months, 5 influencer events and 60 influencer gift boxes.</td>
<td>$183,988.61</td>
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</tr>
</tbody>
</table>
Labor Category Descriptions

Art Director

**Functional Responsibilities:** Reports to the Creative Director and works alongside the Client Services team and Creative team. Responsible for developing creative concepts and approaches with the project team, and original design concepts. Oversees the project design from planning through execution and presents work to executive-level client stakeholders. Drives the vision design process, integrity, and quality at all stages.

**Minimum Education:** Bachelor's  
**Minimum Experience:** 5

Assistant Creative Director (ACD)

**Functional Responsibilities:** Performs high-level graphic design services to produce brochures, ads, presentations, digital marketing, social media, annual reports, logos, websites and usage of video and photography.

**Minimum Education:** Bachelor's  
**Minimum Experience:** 5

Communication Manager (CM)

**Functional Responsibilities:** Reports to Project Manager. Has overall management of the project's communications. Develops, supervises and guides staff to complete client projects on time and on budget. Responsible for client communications, task conceptualization, assignment, planning, team coordination, quality assurance, job tracking and cost control.

**Minimum Education:** Bachelor's  
**Minimum Experience:** 15

Communication Specialist (CS)

**Functional Responsibilities:** Provides integrated communications services to clients. Customizes strategies to meet the client’s objectives. Ensures timely turnaround of projects while increasing visibility across all applicable communication channels. Researches and writes video scripts, photo cutlines, fact sheets, ad copy, website copy, and other promotional materials. Oversees production of video and digital content for broadcast and digital marketing and advertising. Identifies strategic community partners for projects and implements community engagement.

**Minimum Education:** Bachelor's  
**Minimum Experience:** 5

Creative Director (CD)

**Functional Responsibilities:** Provides leadership and guidance for design concepts in electronic media and print development, including layout, design and production. Oversees videography and photography quality control for clients. Participates in brainstorming sessions to understand strategy, messaging and targeted audiences for projects.
Minimum Education: Bachelor's
Minimum Experience: 10

**Digital Specialist (DS)**

**Functional Responsibilities:** Keeps current on changing digital trends. Expert on knowing the best digital platform to reach certain audiences and writing content in an authentic voice for each digital platform.

Minimum Education: Bachelor's
Minimum Experience: 3

**Film and Video Director**

**Functional Responsibilities:** Plans, develops, implements, and evaluates the overall production and directs the overall crew and team members. Directs and manages the production operation, including Quality Assurance (QA). Administers, manages, and monitors production responsibilities, including the budget, high-quality technologies and equipment, production schedules, and overall creative direction.

Minimum Education: Bachelor's
Minimum Experience: 10

**Graphic Designer**

**Functional Responsibilities:** Assists in design, layout and production of brochures, pamphlets, reports, invitations and other materials that include graphics, charts, photos, and video. Uses various computer graphics software programs to create designs.

Minimum Education: Bachelor's
Minimum Experience: 2

**Illustrator**

**Functional Responsibilities:** Experienced in creating original illustration as well as using stock photos and clip art. Works closely with the Creative Director and Art Director in developing original design concepts. Experience on multiple media platforms and devices for an understanding on how illustrations translate across different media.

Minimum Education: Associate’s
Minimum Experience: 3

**Jr. Communication Specialist (JCS)**

**Functional Responsibilities:** Assists in developing content for print and broadcast advertising, websites, brochures, fact sheets, and for digital marketing and social media posts. Researches industry and client information. Monitors and listens to social media engagement and prepares analyses reports. Supports identifying potential community partners for projects and implementing community engagement.

Minimum Education: Bachelor's
Minimum Experience: 2
Jr. Media Specialist (JMS)

**Minimum Education:** Bachelor’s  
**Minimum Experience:** 1

**Lighting Director**
**Functional Responsibilities:** Plans all aspects of lighting a production or video shoot. Works under the direction of the Producer and Director to convey the desired on-screen effect through lighting.

**Minimum Education:** Associate’s  
**Minimum Experience:** 1

**Makeup Artist**
**Functional Responsibilities:** Ensures that models, performers, presenters, and other talent have suitable make-up and hairstyles before they appear in front of the cameras. Interprets make-up requirements of clients to produce both a creative and technically accurate visual representation. This may involve very basic make-up for a presenter or more complex scenarios with specific wardrobes.

**Minimum Education:** Associate’s  
**Minimum Experience:** 1

**Media Planner (MP)**
**Functional Responsibilities:** Researches media outlets and plans/budgets for media buys. Develops media calendars for placement across print, broadcast, digital, outdoor and social media channels. Negotiates best rates with media outlets for advertising, advertorials and public service announcements. Leverages placement opportunities to stretch dollars through added value, such as banner ads. Provides affidavits of placements.

**Minimum Education:** Bachelor’s  
**Minimum Experience:** 5

**Media Specialist (MS)**
**Functional Responsibilities:** Develops and maintains contacts with media across traditional, broadcast and digital channels. Researches and writes news releases, media alerts, OpEds, news conference scripts and talking points. Conducts media training. Develops plans on aligning client’s strategic messaging to targeted media outlets. Coordinates earned media approach with paid, earned and social media plans.

**Minimum Education:** Bachelor’s  
**Minimum Experience:** 3
Motion Designer

**Functional Responsibilities:** Works with the creative team and is responsible for assisting in brainstorming creative concepts and incorporating motion graphics into a successful film and video production. This can include virtual reality, augmented reality, 2D, 3D, and 360-degree animation to effectively tell the story in a meaningful, vivid, and compelling movement.

**Minimum Education:** Bachelor's  
**Minimum Experience:** 5

Motion Editor

**Functional Responsibilities:** Works closely with the Senior Motion Designer in securing the film and video opportunities to apply motion graphics and sound in post-production. Reviews storyboards and production notes to provide input on needed elements in the post-production phase.

**Minimum Education:** Bachelor's  
**Minimum Experience:** 10

Multi-Media Designer

**Functional Responsibilities:** Designs products using a variety of mediums, including video, print, broadcast, teleconference, and electronic means. Interfaces with users to determine scope of project and best medium. Experience with all multi-media devices. Interfaces with agency and technical staff to assure quality products delivered on time and on budget.

**Minimum Education:** Associate’s  
**Minimum Experience:** 2

Photographer

**Functional Responsibilities:** Works with the creative team to conceptualize the best way of visualizing a story, product or service using photography. Advises on appropriate location, directs subjects, and blends in when appropriate. Digital photography styles include portrait, groups, aerial, news, event, and product staging. Manages lighting sources to achieve the desired effect. Experienced with drones, Adobe Photoshop, and Creative Suite. Takes routine photos in situations where several shots can be taken. Uses industry standard still cameras for pictures lacking complications, such as speed, motion, color contrast, and lighting. Usually performs assignments without a lot of direct guidance, due to the clear and simple nature of the desired photograph.

**Minimum Education:** Associate’s  
**Minimum Experience:** 3

PR Level 1

**Functional Responsibilities:** Junior-level professionals who develop communication plans that set strategy, conduct research, develop messaging, identify target audiences, write news releases and content for social media, websites, advertising copy, plan events and news conferences, conduct
research, plan media buys, pitch stories to media, monitor media coverage, conduct community outreach and strategic community partnerships.

Minimum Education: Bachelor's
Minimum Experience: 1

Producer
Functional Responsibilities: Plans and coordinates various aspects of video productions. Staffs the production crews and manages the team members assigned to all phases of production. Serves as QA specialist during all phases of production. Collaborates with the Senior Producer and Director to ensure production requirements are met.

Minimum Education: Associate’s
Minimum Experience: 2

Production Assistant
Functional Responsibilities: Involved in all stages of the production process and assists the film and video crew with logistics and on-location duties, such as monitoring the production schedule and organizing crew members.

Minimum Education: Associate’s
Minimum Experience: 1

Production Coordinator
Functional Responsibilities: Helps arrange logistics and venues for the production. Maintains communications with all crew and team members to ensure each member has a clear understanding of the production purpose, their specific roles, timelines for setup, talent arrival and needs, and clean up.

Minimum Education: Associate’s
Minimum Experience: 1

Project Manager (PM)
Functional Responsibilities: Oversees the day-to-day programs and projects. Serves as the primary contact for the client. Provides strategic direction to achieve the client's objectives. Manages each project's financial and workflow budgets. Ensures 5-star client service is being delivered at all project levels.

Minimum Education: Bachelor's
Minimum Experience: 15

Senior Graphic Designer
Functional Responsibilities: Oversees the design and development for creative projects. Brainstorms creative concepts with the project team; develops original design concepts; executes designs based on established style guides; participates in visual design presentations to clients; and develops design specs for production.
Minimum Education: Bachelor's
Minimum Experience: 5

*Senior Motion Designer*

**Functional Responsibilities:** Works with the creative team and is responsible for identifying opportunities to incorporate motion graphics into the creative process of producing a successful film and video. This can include virtual reality, augmented reality, 2D, 3D, and 360-degree animation to effectively tell the story in a meaningful, vivid, and compelling movement. Will help direct acting and action shots in order to secure movements for animation and motion graphics. Is involved in different phases of development, from conceptualization and storyboarding to animating and editing.

Minimum Education: Bachelor's
Minimum Experience: 7

*Senior Producer*

**Functional Responsibilities:** Leads all of the various aspects of video production and makes decisions. Oversees the production crews and the production team members assigned to all phases. Ensures QA is maintained throughout all phases of production. Collaborates with the Film and Video Director to ensure production requirements are met.

Minimum Education: Bachelor's
Minimum Experience: 5

*Senior Video & Film Specialist*

**Functional Responsibilities:** Oversees the creative direction and conceptual design of film and video projects to ensure successful market differentiation. Knowledgeable on utilizing the most up-to-date technologies to accomplish the differentiation.

Minimum Education: Bachelor's
Minimum Experience: 8

*Sound Recordist*

**Functional Responsibilities:** Controls equipment to record sound originating on set. Analyzes environmental conditions to determine the most appropriate equipment to use in order to obtain high-quality professional sound. Operates recording equipment during the shoots and observes and monitors the audio.

Minimum Education: Associate’s
Minimum Experience: 1

*Sr. Project Manager (SPM)*

**Functional Responsibilities:** Decision-maker for the projects and programs. Guides client projects by providing long and short-term planning to support program and project managers with their job functions.
Minimum Education: Bachelor's
Minimum Experience: 30

**Videographer I**

**Functional Responsibilities:** Provides pre-production, production, and post-production services. Provides original concepts and writing services, including storyboards and scriptwriting. Conducts location reconnaissance and helps direct small and large scale shoots -- in studios and on location. Arranges for talent, audio, crew, and equipment. Arranges animation, narration, editing, music, and sound effects. Up-to-date with industry standard formats, including internet streaming, as well as legacy equipment and formats. Responsible for duplication and distribution. Experience with the latest Adobe Creative Suite of products.

Minimum Education: Bachelor's
Minimum Experience: 2

**Videographer II**

**Functional Responsibilities:** Provides pre-production, production, and post-production services. Provides original concepts and writing services, including storyboards and scriptwriting. Conducts location reconnaissance and directs small and large scale shoots -- in studio and on location. Arranges for talent, audio, crew, and equipment. Arranges animation, narration, editing, music, and sound effects. Up-to-date with industry standard formats, including internet streaming as well as legacy equipment and formats. Responsible for duplication and distribution. Experienced with the latest Adobe Creative Suite of products. Ability to manage additional production assistance and resources.

Minimum Education: Bachelor's
Minimum Experience: 5

**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>High School</td>
<td>1 year of relevant experience</td>
</tr>
<tr>
<td>Associate’s</td>
<td>High School or equivalent plus 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>