GENERAL SERVICES ADMINISTRATION

Federal Acquisition Service
Authorized Federal Supply Schedule Price List

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:

Authorized Federal Supply Schedule Price List
Industrial Group 00CORP
GSA Professional Services Schedule (PSS)

Contract Number: GS-00F-003HA
Contract Period: October 5, 2017 through October 4, 2022
Business Size: Small
SIN: 541-2, 541-2RC Public Relation Services

Nahigian Strategies, LLC
331 Cameron Station Blvd
Alexandria, VA 22304-8600
http://nahigianstrategies.com

Contracts Administrator: Keith Nahigian
Phone: (703)567-6996
Email: keith@nahigianstrategies.com
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1.0 CUSTOMER INFORMATION

1a. Awarded Special Item Number(s):  
SIN 541-2, 541-2RC: Public Relation Services

1b. Price List and Rates: See page 12

1c. Description of job titles, experience, functional responsibility, and education for services performed: See pages 6-11

2. Maximum Order: $1,000,000

3. Minimum Order: $100

4. Geographic Coverage (Delivery Area): Domestic and Overseas - Worldwide

5. Point(s) of Production (city, county, and state or foreign country): Multiple points of production that are dependent on the ordering activity’s requirements.

6. Discounts from List Prices or Statement of Net Price: All prices listed are shown net of discount.

7. Quantity Discounts: None

8. Prompt Payment Terms: Net 30 Days

9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold: Yes.

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: Yes.

10. Foreign Items: None

11a. Time of Delivery: Delivery Schedule shall be specified in each Delivery Order/Task Order.

11b. Expedited Delivery: Contact Contractor

11c. Overnight and 2-Day Delivery: Contact Contractor

11d. Urgent Requirements: Contact Contractor

12. F.O.B Point(s): Destination

13a. Ordering Address: Nahigian Strategies, LLC, 1455 Pennsylvania Ave. NW Suite 100 Washington D.C. 20004

13b. Ordering Procedures: For supplies and services, the ordering procedures, information on
Blanket Purchase Agreements (BPA’s), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).

14. **Payment Address:** Nahigian Strategies, LLC, 1455 Pennsylvania Ave. NW Suite 100 Washington D.C. 20004

15. **Warranty Provision:** Not Applicable

16. **Export Packing Charges:** Not Applicable

17. **Terms and conditions of Government purchase card acceptance:** Contact Contractor

18. **Terms and conditions of rental, maintenance, and repair:** Not Applicable

19. **Terms and conditions of installation:** Not Applicable

20. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices:** Not Applicable

20a. **Terms and conditions for any other services:** Not Applicable

21. **List of Service and Distribution Points:** Not Applicable

22. **List of Participating Dealers:** Not Applicable

23. **Preventive Maintenance:** Not Applicable

24a. **Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants:** Not Applicable

24b. **Section 508 Compliance:** 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/.

25. **Data Universal Numbering System (DUNS) Number:** 094817629

26. **System for Award Management (SAM):** Nahigian Strategies is registered in SAM.

27. **Service Contract Act:** The Service Contract Act (SCA) is applicable to this contract and as it applies to the entire Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.
2.0 PROFESSIONAL SERVICES SCHEDULE OFFERINGS

About Nahigian Strategies

Nahigian Strategies (NS) is a 17-year-old, award-winning, full-service strategic communications and public relations firm that offers clients world-class experience in developing and implementing communications initiatives in varied sectors, including government, nonprofit, and corporate. The Nahigian Strategies team brings decades of experiences in a variety of disciplines to our clients’ projects and campaigns.

We have a history working with agencies, the administration, and senior government officials to design and execute large-scale campaigns. We work with other small and large businesses to deliver the best of what the private sector has to offer to the government. Our expertise can assist organizations of any size in strategic positioning, communications, and public relations, brand development and brand management, and growth communications.

Our strategists and tacticians are well-rounded operatives with backgrounds in policy development, communications strategy, political strategy, field and grassroots operations, and marketing. Because of their varied backgrounds, Nahigian Strategies’ team members are able to “connect the dots” and leverage their individual contributions to help our clients achieve larger strategic goals.

Table of Awarded Special Item Numbers:

<table>
<thead>
<tr>
<th>SIN</th>
<th>Recovery</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541-2</td>
<td>541-2RC</td>
<td>Public Relation Services</td>
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</table>

541-2 Public Relations Services

Services provided under this SIN include, but are not limited to the following components: providing customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as, background materials, press releases, speeches and presentations and press kits.

Other related services may fall under the following categories: executing media programs, conducting press conferences, scheduling broadcast and/or print interviews, public relations and crisis communications media training, such as, training of agency personnel to deal with media and media responses, media alerts and press clipping services related activities to public relations services.

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.
3.0 LABOR CATEGORY DESCRIPTIONS

Co-Project Director

**Minimum/General Experience:**
Twenty years (20) of significant executive experience managing multiple strategic communications programs/activities at the highest levels of government. Will generally have been directly responsible for managing multiple, multi-million dollar programs and have over 15 years of experience in developing and implementing effective national communications strategies.

**Responsibility:**
Provides strategic guidance and vision to project and program managers related to the development, justification, management and deployment of major communications programs. Provides both strategic and tactical direction, which focus efforts performed by other members’ of the staff.

**Minimum Education:**
Master’s Degree in related field or twenty (20) years demonstrated in-depth experience and specialized knowledge.

Communications Director

**Minimum/General Experience:**
Minimum of ten years of professional experience in communications-related field. Will generally have been directly responsible for managing multi or high-level client interactions including, but not limited to, crisis communications, strategic communications, brand growth and awareness, earned media and public affairs. Advanced degree can substitute for years of experience.

**Responsibility:**
Coordinate team member contributions to facilitate project completion. Finalize written work product on technical subject matter that is tailored to specific audiences, including executive-level leadership, policy makers, legal experts, non-specialists and the general public. Edit, revise and proof written deliverables for accuracy and clarity. Execute strategic communications initiatives.

**Education:**
Masters Degree in communications field or ten (10) years demonstrated in-depth communications experience and specialized knowledge.

Media/Editorial Manager

**Minimum/General Experience:**
Minimum of five (5) years of experience working in communications-related field. Will generally have been directly responsible for generating media and editorial materials, including oversight over the drafting, development and implementation.

**Responsibility:**
Coordination and implementation of strategic communications plans. Draft media and pitching materials.
**Education:**
Bachelor’s Degree from an accredited college or university.

**Outreach Manager**

**Minimum/General Experience:**
Minimum of five (5) years of experience working in communications-related field. Will generally have been directly responsible for coordinating outreach to generate earned media. Will contribute to oversight of materials including drafting, development and implementation.

**Responsibility:**
Coordination and implementation of strategic communications plans. Develop and execute media pitching media strategies.

**Education:**
Bachelor’s Degree from an accredited college or university.

**Media/Outreach Assistant**

**Minimum/General Experience:**
One (1) year working in communications related field.

**Responsibility:**
Will conduct research and help organize strategic communications plan. Will develop national, regional, local media lists as required. Will support Outreach and Media/Editorial Managers as necessary.

**Education:**
Bachelor’s Degree from an accredited college or university.

**Deputy Project Director**

**Minimum/General Experience:**
Minimum of seven (7) years of experience working in communications-related field. Will generally have been directly responsible for generating media and editorial materials, including oversight over the drafting, development and implementation.

**Responsibility:**
Coordination and implementation of strategic communications plans. Help coordinate strategic communications plans; oversee drafting of media and pitching materials.

**Education:**
Bachelor’s Degree from an accredited college or university.

**Media Training Director**

**Minimum/General Experience:**
Seven (7) years of experience in interpersonal and media communications and performance improvement skills.
Responsibility:
Provide personalized feedback to improve and refine individual communications skills for campaign spokespersons. Increases confidence and helps reduce speaking fears and anxieties. Teaches advanced interaction with audiences to get the desired response regardless of the situation. Will coach principals during high-stakes presentations to increase verbal and nonverbal skills, with less time and effort. Fine-tuning allows government speakers to reveal expertise, conduct meetings or representation to the media.

Education:
Bachelor’s Degree from an accredited college or university

Media Trainer

Minimum/General Experience:
Three (3) years experience in interpersonal and media communications skills.

Responsibility:
Support principals and media training director to coach government speakers to reveal expertise in media interactions. Will coordinate meetings and potential interaction with media.

Education:
Bachelor’s Degree from an accredited college or university.

Market Research Expert

Minimum/General Experience:
Bachelor’s Degree with six (6) years experience in providing market research and audience analysis to execute strategic communications initiatives.

Responsibility:
Will lead tasks and supervise staff in providing market research and audience analysis for communications initiatives. Conducts market research, industry surveys and technology demonstrations to determine best strategy or fit to a need or evaluate options. Goals of research should be to find the most effective way to reach certain demographics across a variety of media platforms including, but not limited to print, electronic and film. Produces reports and other materials as required for executive briefings to support information dissemination for communications initiatives.

Education:
Bachelor’s Degree from an accredited college or university.
Senior Research Analyst

Minimum/General Experience:
Three (3) years experience in providing market research and audience analysis to execute strategic communications initiatives.

Responsibility:
Supports Market Research Expert in providing market research and audience analysis for communications initiatives. Goals of research should be to find the most effective way to reach certain demographics across a variety of media platforms including, but not limited to print, electronic and film. Supports producing reports and other materials as required for executive briefings to support information dissemination for communications initiatives.

Education:
Bachelor’s Degree from an accredited college or university.

Project Consultant

Minimum/General Experience:
Nine (9) years experience in managing and implementing large, complex communications initiatives.

Responsibility:
Advises senior executives on development of strategic communications initiatives to meet contract requirements. Analyzes client needs, draws conclusions, prepares final reports and gives presentations. Uses in-depth consultative skills and business knowledge to serve as an expert in large communications campaigns.

Education:
Master’s Degree from an accredited college or university.

Government & Economic Adviser

Minimum/General Experience:
Nine (9) years experience in providing analysis on government and economic activities.

Responsibility:
Advises senior executives and program managers on previous successful communications strategies implemented by government agencies. The adviser will also provide economic analysis as necessary to help the senior executives and program managers make strategic decisions regarding the communications campaigns.

Education:
Master’s Degree from an accredited college or university.
Executive Producer

Minimum/General Experience:
Seven (7) years of experience working in event and media production. Will generally have been directly responsible for running media events.

Responsibility:
Oversees and executes event and media productions in coordination with the overall media strategy. Will offer advice on strategic media engagement in order to maximize return on investment for the customer.

Education:
Bachelor’s Degree from an accredited college or university.

Creative Director

Minimum/General Experience:
Five (5) years of experience working in event and media production. Will generally have been directly responsible for running media events.

Responsibility:
Executes event and media productions in coordination with the overall media strategy. Will offer advice on strategic media engagement in order to maximize return on investment for the customer. Supports executive producer in achieving contract requirements.

Education:
Master’s Degree from an accredited college or university.

Public Sector Specialist

Minimum/General Experience:
Five (5) years experience in providing analysis on government and economic activities and expertise on the public sector.

Responsibility:
Advises senior executives and program managers on previous successful communications strategies implemented by government agencies. The specialist will also provide strategic analysis as necessary to guide senior executives and program managers on the efficacy of certain public sector agencies and initiatives.

Education:
Master’s Degree from an accredited college or university.
Digital Director

Minimum/General Experience:
Five (5) years experience in executing digital communications strategies.

Responsibility:
Responsible for overseeing the development and execution of web, social and digital media campaigns as necessary for the contract. Will advise executives and program managers on the most effective means of digital communication including, but not limited to, digital marketing strategies and ad buys. Will be responsible for generating and evaluating key metrics and performance indicators related to digital engagement.

Education:
Bachelor’s Degree from an accredited college or university.

Education Experience Substitutions for All Labor Categories

Nahigian Strategies reserves the right to make the following substitutions in the education and/or experience requirements of all labor categories:

1. One year of relevant experience is the equivalent of one year of college education.
2. One year of college education is the equivalent of one year of relevant experience.
## 4.0 LABOR RATES FOR PROFESSIONAL SERVICES SCHEDULE
### BASE PERIOD YEARS 1-5

Labor Category Rates are valid for all sites and include the Industrial Funding Fee (IFF) of 0.75%.

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<td>541-2, 541-2RC</td>
<td>Co-Project Director</td>
<td>hour</td>
<td>$379.80</td>
<td>$388.91</td>
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<td>541-2, 541-2RC</td>
<td>Communications Director</td>
<td>hour</td>
<td>$328.84</td>
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<td>541-2, 541-2RC</td>
<td>Media/Editorial Manager</td>
<td>hour</td>
<td>$255.43</td>
<td>$261.56</td>
<td>$267.84</td>
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</tr>
<tr>
<td>541-2, 541-2RC</td>
<td>Outreach Manager</td>
<td>hour</td>
<td>$223.29</td>
<td>$228.65</td>
<td>$234.14</td>
<td>$239.76</td>
<td>$245.51</td>
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<tr>
<td>541-2, 541-2RC</td>
<td>Media/Outreach Assistant</td>
<td>hour</td>
<td>$127.72</td>
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<td>Deputy Project Director</td>
<td>hour</td>
<td>$191.58</td>
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<td>Media Training Director</td>
<td>hour</td>
<td>$223.19</td>
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<td>Media Trainer</td>
<td>hour</td>
<td>$190.49</td>
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<tr>
<td>541-2, 541-2RC</td>
<td>Market Research Expert</td>
<td>hour</td>
<td>$255.43</td>
<td>$261.56</td>
<td>$267.84</td>
<td>$274.27</td>
<td>$280.85</td>
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<tr>
<td>541-2, 541-2RC</td>
<td>Senior Research Analyst</td>
<td>hour</td>
<td>$191.58</td>
<td>$196.18</td>
<td>$200.89</td>
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<tr>
<td>541-2, 541-2RC</td>
<td>Project Consultant</td>
<td>hour</td>
<td>$190.49</td>
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<tr>
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<td>Government &amp; Economic Adviser</td>
<td>hour</td>
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<td>$195.06</td>
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<td>Executive Producer</td>
<td>hour</td>
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<td>$267.84</td>
<td>$274.27</td>
<td>$280.85</td>
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<tr>
<td>541-2, 541-2RC</td>
<td>Creative Director</td>
<td>hour</td>
<td>$223.29</td>
<td>$228.65</td>
<td>$234.14</td>
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<td>$245.51</td>
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<tr>
<td>541-2, 541-2RC</td>
<td>Public Sector Specialist</td>
<td>hour</td>
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<td>$228.65</td>
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<tr>
<td>541-2, 541-2RC</td>
<td>Digital Director</td>
<td>hour</td>
<td>$223.29</td>
<td>$228.65</td>
<td>$234.14</td>
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