



Golin/Harris International Inc.

Communicating Authenticity, Building Trust, Changing Behavior.

### **GENERAL SERVICES ADMINISTRATION**

FEDERAL SUPPLY SERVICES

AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

ONLINE ACCESS TO CONTRACT ORDERING INFORMATION, TERMS AND CONDITIONS, UP-TO-DATE PRICING, AND THE OPTION TO CREATE AN ELECTRONIC DELIVERY ORDER ARE AVAILABLE THROUGH GSAADVANTAGE!, A MENU-DRIVEN DATABASE SYSTEM. THE INTERNET ADDRESS FOR GSAADVANTAGE! IS : [WWW.GSAADVANTAGE.GOV](http://WWW.GSAADVANTAGE.GOV)

GOLIN/HARRIS INTERNATIONAL, INC. PARTICIPATES IN GSA'S DISASTER RECOVERY AND ARRA PROGRAMS.

### **ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)**

FSC GROUP: 541

**SIN: 541-5 INTEGRATED MARKETING SERVICES 541-2 PUBLIC RELATIONS SERVICES & 541-1000 OTHER DIRECT COSTS**

**CONTRACT NUMBER: GS-07F-0409W**

**CONTRACT PERIOD: MAY 10, 2010 - MAY 9, 2015**

BUSINESS SIZE: LARGE

**Golin/Harris International Inc.**

**[www.golinharris.com](http://www.golinharris.com)**

111 E. WACKER DRIVE, 11TH FLOOR

CHICAGO, ILLINOIS 60601

TEL: 312.729.4000 | FAX: 312.729.4010

CONTRACT ADMINISTRATOR:

**Donald V. Cогnetta** [dcognetta@golinharris.com](mailto:dcognetta@golinharris.com)

2200 CLARENDON BLVD., SUITE 1100

ARLINGTON, VIRGINIA 22201

TEL: 703.741.7500 | FAX: 703.741.7501



**Schedule**  
Contract

## CUSTOMER INFORMATION

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1a. TABLE OF AWARD SPECIAL ITEM NUMBERS (SINS)

**SIN 541-5 Integrated Marketing Services**

**SIN 541-2 Public Relations Services**

**SIN 541-1000 Other Direct Costs**

1b. PRICING: **Prices shown in price list are net, all discounts deducted.**

2. MAXIMUM ORDER: **\$1,000,000.00 per SIN for all SIN's under this contract**

3. MINIMUM ORDER: **\$100.00**

4. GEOGRAPHIC COVERAGE (DELIVERY AREA): **US Domestic**

5. POINT OF PRODUCTION:

**Golin/Harris International, Inc.**

**111 East Wacker Drive 11<sup>th</sup> Floor**

**Chicago, Illinois 60601**

6. DISCOUNT: **Prices are net all discounts deducted.**

7. QUANTITY DISCOUNTS: **+ .5% orders greater than \$500,000.00**

8. PROMPT PAYMENT TERMS: **Net 30 days**

9a. NOTIFICATION THAT GOVERNMENT PURCHASE CARDS ARE ACCEPTED BELOW THE MICROPURCHASE THRESHOLD: **Yes**

9b. NOTIFICATION THAT GOVERNMENT PURCHASE CARDS ARE ACCEPTED ABOVE THE MICROPURCHASE THRESHOLD: **No**

10. FOREIGN ITEMS: **N/A**

11a. TIME OF DELIVERY: **Will adhere to the delivery schedule as specified by the Agency purchase order.**

11b. EXPEDITED DELIVERY: **Contact contractor to negotiate expedited delivery.**

11c. OVERNIGHT AND 2 DAY DELIVERY: **Contact contractor to negotiate overnight and 2-day delivery.**

11d. URGENT REQUIREMENTS: **Contact the contractor for faster delivery or rush requirements.**

12. F.O.B. POINTS: **(DESTINATION)**

13. ORDERING ADDRESS:

**Golin/Harris International, Inc.**

**2200 Clarendon Blvd. Suite 1100**

**Arlington, Virginia 22201**

14. PAYMENT ADDRESS:

**Golin/Harris International, Inc.  
2200 Clarendon Blvd. Suite 1100  
Arlington, Virginia 22201**

15. WARRANTY PROVISION: **The contractor warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.**

16. EXPORT PACKING CHARGES: **N/A**

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE  
(ANY THRESHOLDS ABOVE THE MICROPURCHASE LEVEL): **N/A**

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE AND REPAIR: **N/A**

19. TERMS AND CONDITIONS OF INSTALLATION: **N/A**

20. TERMS AND CONDITIONS OF REPAIR PARTS, ETC.: **N/A**

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES: **N/A**

21. LIST OF SERVICE AND DISTRIBUTION POINTS: **N/A**

22. LIST OF PARTICIPATING DEALERS: **N/A**

23. PREVENTIVE MAINTENANCE: **N/A**

24a. SPECIAL ATTRIBUTES : **N/A**

24b. Section 508 Compliance for EIT : **N/A**

25. DATE UNIVERSAL NUMBER SYSTEM (DUNS NUMBER): **05-057-1801**

26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR  
REGISTRATION (CCR DATABASE): **Golin/Harris International Inc. is registered with the Central Contractor  
Registration Database.**

## LABOR PRICE LIST

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The following table presents Golin/Harris International Inc. rates, inclusive of all GSA discounts and the IFF for 541-5 Integrated Marketing Services & 541-2 Public Relations Services. The unit of issue is by hour.

Labor Category	Unit of Issue	GSA Net Price
Managing Director	Hourly	\$317.38
Executive Vice President	Hourly	\$302.27
Senior Vice President	Hourly	\$251.89
Vice President	Hourly	\$221.66
Account Group Supervisor	Hourly	\$176.32
Account Supervisor	Hourly	\$154.16
Senior Account Executive	Hourly	\$141.06
Account Executive	Hourly	\$122.92
Assistant Account Executive	Hourly	\$102.77
Account Coordinator	Hourly	\$85.64
Administrative Assistant	Hourly	\$52.39

## OTHER DIRECT COSTS (ODC) 541-1000

The following table presents Golin/Harris International Inc. Other Direct Costs by line item.

ODC's Line Item	Unit of Issue	Price with IFF
Radio Media Buy	Per Buy	\$244,672.85
Newspaper Media Buy	Per Buy	\$120,419.14
Video Production	Per Spot	\$45,340.05
Press Release	Per Release	\$11,642.32
Research/Survey	Per Study	\$108,295.21
Satellite and Radio Media Tour	Per Tour	\$45,050.80
Spokesperson	Per Event	\$129,974.81
Mailing List	Per List	\$8,060.45
Audio Production	Per Event	\$5,037.78
Media Monitoring	Per Event	\$10,447.41
Trade Show Booth Rental	Per Show	\$18,530.98
Widget Development	Per Widget	\$53,501.26
Photographer	Per Day	\$1,813.60
Catering	Per Event	\$21,731.54
Flipchart w/markers	Per Day	\$64.08
Power Strip	Per Day	\$12.82
Laser Pointer	Per Day	\$64.08
26"/42" Projector Cart	Per Day	\$57.67
Personal Computer	Per Day	\$224.28
Press Mult Box	Per Day	\$160.20
Polycom Speaker Phone	Per Day	\$192.24
Speaker Timer	Per Day	\$160.20
4 Channel Mixer	Per Day	\$70.49
8 Channel Stereo Mixer	Per Day	\$160.20
16 Channel Stereo Mixer	Per Day	\$256.32
Mono Equalizer	Per Day	\$128.16
Powered Speaker	Per Day	\$121.75
Stereo Cassette Deck	Per Day	\$96.12

ODC's Line Item	Unit of Issue	Price with IFF
CD Player	Per Day	\$108.94
CD Recorder	Per Day	\$224.28
Podium Microphone	Per Day	\$70.49
Wireless Microphone	Per Day	\$224.28
Ballroom Projector	Per Day	\$1,409.77
20" Flat Panel Computer Monitor	Per Day	\$192.24
32" HD LCD Monitor	Per Day	\$256.32
42" Plasma Monitor	Per Day	\$1,025.29
DVD/VHS Combo Player	Per Day	\$128.16
VHS Camcorder	Per Day	\$256.32
Digital Video Camera	Per Day	\$576.73
VGA Switcher	Per Day	\$160.20
VGA Distribution Amplifier	Per Day	\$160.20
Folsom Image Pro Scan Converter	Per Day	\$384.48
Tripod Screen	Per Day	\$83.31
5' x 7' Drape	Per Drape	\$269.14
Meeting Room Rental	Per Day	\$694.21
Hotel Room	Per Day	\$297.98

## LABOR CATEGORY DESCRIPTIONS

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### *MANAGING DIRECTOR*

A Managing Director, in addition to all the responsibilities of an Executive Vice President, has primary responsibility to manage the overall performance, profitability, and growth of their office. S/he manages employees by making decisions regarding staffing, performance appraisal, training and development, and approves all staffing actions. In addition, responsibilities include developing senior level client relationships and helping to shape client communications strategies, events, and programs. They possess a level of expertise and experience that's recognized throughout the agency.

#### QUALIFICATIONS:

- Education
  - Bachelor's Degree
- Professional Experience
  - 12+ years related professional experience

### *EXECUTIVE VICE PRESIDENT*

A Executive Vice President plays a critical role in determining the future and long-term success of the agency. They must have extensive experience within the agency arena, a broad understanding of all facets of marketing communications, a strong background of pitching and winning new business, and significant experience managing budgets. S/he should be dedicated to providing the best client service and possess a concrete history of taking visible action to provide, directly or indirectly, high-quality, strategic creative outcomes to clients. They must have experience and a proven record in management and leadership of a large staff of communications professionals, including professional team building skills. S/he must have experience in and knowledge of P&L and operational management in agency business. S/he must have sound judgment and problem resolution skills, and demonstrate a high level of professionalism and business ethics. In addition, they should be able to juggle multiple and conflicting priorities. These positions require a strategic, visionary and creative thinker, who is well connected within the industry. They are accountable for collaborating, and leading the collaboration effort, between practice areas and other GolinHarris offices, CMG and Interpublic Group companies.

#### QUALIFICATIONS:

- Education
  - Bachelor's Degree
- Professional Experience
  - 12+ years related professional experience

### *SENIOR VICE PRESIDENT*

A Senior Vice President plays a critical role in determining the future and long-term success of the agency. Senior Vice Presidents focus largely on business development and a wider scope of responsibilities in terms of managing account profitability and staff. They are responsible for managing senior level client relationships and have regular exposure to senior client management. While also providing senior level counsel into the development of web-based marketing programs and ensures all offline and online activities are fully integrated with one another. The Senior Vice President is also accountable for collaborating between practice areas within the GolinHarris organization and the Interpublic Group of Companies family.

#### QUALIFICATIONS:

- Education
  - Bachelor's Degree
- Professional Experience
  - 8-12+ years related professional experience

### **VICE PRESIDENT**

A Vice President is responsible for managing the client relationship and teams of multiple accounts. This includes recommending programs and activities that coordinate with client's goals and budgets. The Vice President is accountable for delivering contracted work on time and within budget, staffing accounts appropriately and producing high-quality work and excellent results, while ensuring team members produce the same. S/he must have a demonstrated record of developing and executing successful public relations strategies and program as well as coordinating and executing events and programs that support client objectives. They will also have a leadership role in orchestrating web based marketing programs. This can include spearheading the design and development of websites, leading search engine optimization efforts and developing strategies to reach audiences via e-mail, virtual events, and more. The Vice President is also responsible for soliciting, developing and securing new business, including presentations and fee estimates.

#### QUALIFICATIONS:

- Education
  - Bachelor's Degree
- Professional Experience
  - 6 - 10 years related professional experience

### **ACCOUNT GROUP SUPERVISOR**

Account Group Supervisors are responsible for all aspects of a client relationship and account teams. They must supervise multiple projects and team members. Other responsibilities include recommending programs and activities coordinating with client's goals, effectively delegating projects, offering counsel to team members and allocating agency resources to match client budgets. Account Group Supervisors are also more engaged with business development, strategic program planning and the development of creative concepts. They also would handle the day-to-day management for the development of digital products; this includes web site design, programming, and quality assurance. Conference and event management responsibilities include concept development, venue site checks, negotiation of contracts, and management of vendors and logistics. The focus of an Account Group Supervisor is to build proficiency and the necessary skills needed to lead and manage multiple teams and team members.

#### QUALIFICATIONS:

- Education
  - Bachelor's Degree
- Professional Experience
  - 6 - 9 years related professional experience

### **ACCOUNT SUPERVISOR**

Account Supervisors may serve as the primary contact for more than one account and are the first line of management within the agency. Account Supervisors provide tactical counsel to clients, while managing the appropriate implementation on a variety of projects in a timely, deadline-focused basis, keeping a keen eye on client budgets. An Account Supervisor actively participates in new business and staff development. They will also handle projects such as web design, copy development, and programming. For conferences and event management, tasks include location and venue research, negotiation of contracts, program development, budget tracking, working with event sponsors, and delivery of conference materials, on-site execution as well as managing and approving all vendor invoices. The focus of an Account Supervisor is to build proficiency and the necessary skills needed to lead and manage teams.

#### QUALIFICATIONS:

- Education
  - Bachelor's Degree
- Professional Experience
  - 5 - 7 years related professional experience

### **SENIOR ACCOUNT EXECUTIVE**

Senior Account Executives serve as primary day-to-day client contacts. They provide support to multiple account teams and manage the flow of work and information to account teams. Senior Account Executives must maintain a thorough understanding of client's business and industry, and understand how to translate that knowledge into solid public relations counsel to different levels of client contacts. They will help to interpret and implement strategic plans for clients in conjunction with other team members. They develop in-depth online research to help inform e-mail marketing strategies, search engine marketing programs, and more. Conference and Event management responsibilities include interacting with vendors, including assistance on A/V Production, signage, and liasion regarding event logistics. The focus of a Senior Account Executives is to develop proficiency and the necessary skills to become a successful PR practitioner.

#### QUALIFICATIONS:

- Education
  - Bachelor's Degree
- Professional Experience
  - 3 - 6 years related professional experience

### **ACCOUNT EXECUTIVE**

An Account Executive serves as a primary day-to-day client contact. Account Executives provide support on multiple account teams and efficiently service each simultaneously. S/he must have an intimate level of understanding of the account, its business, products, markets, personnel, outside influences, etc. They manage the flow of work and information to account teams and evaluate and edit the work of Assistant Account Executives and Interns. The Account Executive will perform fundamental PR tasks such as media outreach, developing online media lists and blogger pitching, and press material development. S/he must also have strong research, writing and editing skills, and the ability to continue developing media contacts/relationships. They will have conference and event management responsibilities which can include on-site support, development of program materials and status reports, and general administrative duties such as coordinating event registration, coordinating/ordering signage and coordinating vendors as required. S/he must have a solid grasp of all basic public relations' tools and how they affect the client. The focus of an Account Executive is to develop proficiency and the necessary skill set to become a successful PR practitioner.

#### QUALIFICATIONS:

- Education
  - Bachelor's Degree
- Professional Experience
  - 2 - 5 years related professional experience

### **ASSISTANT ACCOUNT EXECUTIVE**

An Assistant Account Executive may support multiple account teams while efficiently servicing each of these accounts. Assistant Account Executives are expected to begin learning about the business of the agency, accounts of the agency, and the dynamics of the marketplace. Assistant Account Executives perform fundamental PR tasks such as aiding in production of media-related materials, pitching program highlights to the media, monitoring for quality and quantity of media coverage and managing client publications and resource materials. As well as assisting in the planning and execution of meetings, conferences, and events by creation of staus reports and spreadsheets, event set-ups and coordination with venue staff. This position is focused on developing the necessary skill set to become a successful PR practitioner.

#### QUALIFICATIONS:

- Education
  - Bachelor's Degree
- Professional Experience
  - 6 months - 2 years related professional experience

### **ACCOUNT COORDINATOR**

An Account Coordinator supports multiple account teams and must be able to efficiently service each of these teams. Account Coordinators must have excellent organizational skills and be able to adapt to multiple assignments and deadlines. The focus of the position is on managing and developing media lists, editorial calendars, speaking calendars, clip reports, and briefing materials as well as assisting in the planning and execution of meetings, conferences, and events with additional responsibilities including logistics support and research.

#### QUALIFICATIONS:

- Education
  - Bachelor's degree or equivalent experience
- Professional Experience
  - Internship in public relations or related environment preferred

### **ADMINISTRATIVE ASSISTANT**

An Administrative Assistant is responsible for providing administrative and clerical support for the assigned account team(s). In addition to typing, filing, scheduling, Administrative Assistants also perform such duties as financial and time off recordkeeping, coordination of meetings and conferences, obtaining supplies, coordinating mailings and working on special projects. Administrative Assistants must be able to work effectively with a diverse group of external contacts and visitors as well as internal contacts at all levels of the agency. Independent judgment is required to plan, prioritize and organize a diversified workload and recommend changes to increase the efficiency of office practices and procedures. Interns may at times be staffed in this role

Administrative Assistants are assigned a variety of projects. Some of these projects include, but are not limited to, media relations/ research, any type of research for client accounts and new business, database development, editorial calendar development, preparing for and attending brainstorm sessions, media monitoring, writing press releases, placing pitch calls to media, and assisting on other special projects.

#### QUALIFICATIONS:

- Education
  - High School Diploma or GED required
  - Business school, Associate's Degree or equivalent a plus
- Professional Experience
  - 0-1 year previous administrative experience within a professional setting

A master's degree may be substituted for two years of professional work experience on all labor categories. In addition if an account coordinator or administrative assistant does not have a bachelor's degree, then four years work experience may be substituted to satisfy this requirement.

## OTHER DIRECT COSTS DESCRIPTIONS

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- **Radio Media Buy** - the procurement of the best possible placement and price of a piece of media real-estate within radio. The main task of Media Buying lies within the negotiation of price and placement to ensure the best possible value can be secured
- **Newspaper Media Buy** - the procurement of the best possible placement and price of a piece of media real-estate within newspaper. The main task of Media Buying lies within the negotiation of price and placement to ensure the best possible value can be secured.
- **Video Production** - the art and service of videotaping, editing, and distributing a finished video product. This can include television production, commercial video production, and corporate and event videos.
- **Press Release** - a written or recorded communication directed at members of the news media for the purpose of announcing something claimed as having news value. Typically, they are mailed, faxed, or e-mailed to assignment editors at newspapers, magazines, radio stations, television stations, and/or television networks. Commercial press release distribution services, such as PR Newswire, PR NewsChannel and Business Wire, are also used to distribute them.
- **Research/Survey** - the search for knowledge or any systematic investigation to establish facts ensuring the public relations project or campaign is thoroughly thought out and planned.
- **Satellite and Radio Media Tour** - a public relations technique used to book a spokesperson on multiple radio interviews or on television outlets that are not in the immediate vicinity – usually taped and broadcasted.
- **Spokesperson** - someone engaged or elected to speak on behalf of others. In the present media-sensitive world, many organizations are increasingly likely to employ professionals who have received formal training in journalism, communications, public relations and public affairs in this role in order to ensure that public announcements are made in the most appropriate fashion and through the most appropriate channels to maximize the impact of favorable messages, and to minimize the impact of unfavorable messages.
- **Mailing List** - a collection of names and addresses used by an individual or an organization to send material to multiple recipients. The term is often extended to include the people subscribed to such a list, so the group of subscribers is referred to as "the mailing list". These people receive any collateral we produce.
- **Production – Audio** - the general term for all stages of production happening in relations to recording and producing audio for a public relations campaign or project.
- **Video Monitoring** – Keeping track of a client’s presence on broadcast media to ensure key messages are correctly and widely shared.
- **Trade Show Booth Rental** – Researching and entering into an agreement with a trade show host for booth space on the show floor. Used to deliver information or showcase a product to trade show attendees.
- **Widget Development** – The act of making an internet-based element of a graphical user interface that displays information on a website or mobile phone, such as a game or information delivery. This is a way to present information in a concise and centralized location online.

- **Photographer** – a professional tasked for the purpose to capture an activity or create art by using still or moving pictures that can be used for campaigns or projects.
- **Catering** - the business of providing foodservice at a remote site or a site like a hotel, trade show, meeting and other various locations.
- **Flipchart w/markers** – A stationary item resembling a whiteboard, usually supported by a tripod and used for capturing information in meetings, brainstorming, and presentation sessions.
- **Power Strip** – A strip of electrical sockets that allows for multiple devices to be plugged in.
- **Laser Pointer** – A small and portable laser designed to highlight something of interest by projecting a small bright spot of colored light onto it.
- **26"/42" Projector Cart** – a lightweight mobile vehicle to transport projectors.
- **Personal Computer** – a stand alone electronic device that can store, retrieve, and process data for an individual.
- **Press Mult Box** - connects to powered speaker or mixer to allow many separate recordings of one audio signal.
- **Polycom Speaker Phone** – a speaker phone that allows the caller to speak with several people at the same time
- **Speaker Timer** - a device (such as a clock or stopwatch) that indicates the end of an interval of time for individual speakers.
- **4 Channel Mixer** - an electronic device for combining (also called "mixing"), routing, and changing the level, timbre and/or dynamics of audio signals. Used to enable signals that originated from two separate microphones to be heard through one set of speakers simultaneously.
- **8 Channel Stereo Mixer** – an electronic device for combining (also called "mixing"), routing, and changing the level, timbre and/or dynamics of audio signals. Used to enable signals that originated from two separate microphones to be heard through one set of speakers simultaneously.
- **16 Channel Stereo Mixer** – an electronic device for combining (also called "mixing"), routing, and changing the level, timbre and/or dynamics of audio signals. Used to enable signals that originated from two separate microphones to be heard through one set of speakers simultaneously.
- **Mono Equalizer** – an electronic device (as in a sound-reproducing system) used to adjust response to different audio frequencies; in this case from one source.
- **Powered Speaker** - speakers that have built-in amplifiers that can be connected directly to a mixing console or sound source, without the need for an amplifier, to project a speaker or audio recording during an event
- **Stereo Cassette Deck** – An electronic device that allows the playing of cassette tapes.

- **CD Player** – An electronic device that plays audio compact discs.
- **CD Recorder** – An electronic device that allows you record audio compact discs.
- **Podium Microphone** - an acoustic-to-electric transducer or sensor that converts sound into an electrical signal and is attached to a podium.
- **Wireless Microphone** – a free standing acoustic-to-electric transducer or sensor that converts sound into an electrical signal.
- **Ballroom Projector** – a large installation consisting of a surface and a support structure used for displaying a projected image for the view of an audience.
- **20" Flat Panel Computer Monitor** - a monitor or display (sometimes called a visual display unit) is an electronic visual display for computers.
- **32" HD LCD Monitor** - liquid-crystal display televisions (LCD TV or monitors) are devices that use LCD technology to produce images.
- **42" Plasma Monitor** - A plasma display panel or monitor is a type of flat panel, glass screen display unit common to large TV displays.
- **DVD/VHS Combo Player** – An electronic device that allows for the playing of both VCR tapes and DVD's through a connection to a TV or monitor.
- **VHS Camcorder** – An electronic device used to record videos and pictures to be played back on VCR's.
- **Digital Video Camera** – An electronic device used to capture and store videos and pictures electronically.
- **VGA Switcher** – An Electronic device that is used when you need to switch video from multiple video sources to one video device.
- **VGA Distribution Amplifier** - splits the video signal from one VGA source into two or more signals; the amplifier takes the signal from the source, amplifies it and then displays it on two or more VGA compatible monitors, displays or projectors.
- **Folsom Image Pro Scan Converter** - all-in-one signal processor that accepts a wide range of video input signals and processes them into a number of different signal formats to meet the video requirements of virtually any application.
- **Tripod Screen** – Usually a white or silvered surface where pictures can be projected onto for viewing
- **5' X 7' Drape** – fabric used as a backdrop for a head table or podium/presentation area.
- **Meeting Room Rental** – fee associated with the use or rental of a space.
- **Hotel Room** - basic accommodation space used by guests, speakers or staff for short-term stay in an area or as a work room to prepare for events.

## Communicating Authenticity, Building Trust, Changing Behavior

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Established in 1956, GolinHarris is a leading full-service public relations agency with expertise in consumer marketing, corporate communications, media relations, public education, social marketing and proactive issues management.

We provide unequalled expertise, resources and commitment to government communicators and understand the unique environments of government agencies and the challenges you face in your jobs every day.

GolinHarris has created innovative public relations programs that deliver results for government clients such as the Florida Department of Health, Florida Department of Citrus, West Virginia Department of Tobacco Prevention, U.S. Postal Service (USPS), U.S. Mint, United States Navy, Centers for Disease Control (CDC), National Aeronautics and Space Administration (NASA), and the Federal Aviation Administration (FAA). And we can deliver for you.

Recently recognized as *PRWeek's* 2010 Large PR Agency of the Year, 2009 Best Places to Work For by The Holmes Group, 2009 Asia Pacific PR Consultancy of Year and the 2008 PRCA International Consultancy of the Year, we are filled with passionate, creative and highly talented people who deliver ideas that drive results for you.

We achieve this because we understand that in the most complex media environment in history, the democratization of communications requires our government to communicate the kind of authenticity that builds trust and changes behavior.



### COMMUNICATING AUTHENTICITY

All public-facing organizations will come to realize that they must honestly define who they are, and then candidly tell their story. Every day, the world's political and business leaders communicate with consumers, employees, stockholders and the general public. Every word is weighed; every deed is dissected — in print, on air, online and in person. Telling your story authentically and engaging in meaningful two-way conversations with your audiences is critical.

GolinHarris' Get Real approach to strategic communications can help you build trust and change behavior by deconstructing the concept of authenticity into 12 steps that organizations can follow and apply in their communications strategies.

### EXPERTISE. EXPERIENCE. RESOURCES.

Our "best teams" approach brings together a team of experts from our six global practices required to meet your needs: Corporate Communications, Healthcare, Internal Communications, Consumer Marketing, Public Affairs and Technology.

As a member of the Interpublic Group of Companies (IPG), GolinHarris partners with a network of the communication industry's best strategists across a variety of disciplines, including sports marketing, consumer research, branding, special events and advertising. We can collaborate with any of these partners to advance your programs.

### DRIVEN BY ACCOUNTABILITY. DEMONSTRATED IN MEASUREMENT.

Nothing is more important to the quality and sustainability of public relations programs than the ability to measure progress against specific goals. GolinHarris is driven by accountability in every office and on every team. We hold our people accountable for delivering results and demonstrate those results through the application of a

customized, disciplined, quantitative approach to measuring program impact. And it's not only about the success of the program, but the success and stability of the client relationship, too. GolinHarris is committed to investing in our partnership relationships right from the start.

## SETTING THE GOLD STANDARD – RESULTS THAT SET US APART

GolinHarris' approach to client service is called The Gold Standard. That's for obvious reasons: There's nothing more important to our success than the work we do for our clients and the way we serve them. We can settle for nothing less than the absolute best in client service — The Gold Standard.

# NAVY

While conducting research on enlisted recruiting factors, the United States Navy found that as a result of a greater amount of time spent with their children, moms have a higher degree of influence on their children than dads do. With this in mind, GolinHarris assisted the Navy with a coordinated public relations effort using social networking, branded events and traditional media relations to launch the social networking site:NAVYForMoms.com. **Within four months of launching, the site had grown to more than 3,500 members nationwide using word of mouth and targeted ad placements. GolinHarris helped the Navy secure 134 media placements across print, radio, TV and online outlets, to reach an estimated 12.2 million people and carry an advertising equivalency of \$503,099.**



GolinHarris was charged with developing a multi-media communications campaign that encouraged teens to empower themselves so they wouldn't be "outsmarted" by online predators. The "2SMRT4U" campaign, a national Internet safety awareness program aimed at educating teenage girls about the potential dangers on the Internet, was executed in three phases: creating the initial buzz, executing targeted media outreach and extending the education message to parents, teachers and youth educators. **In total, the campaign secured more than 15 million media impressions and more than 460,000 2SMRT4U rings were ordered through the campaign's website. The incidence of face-to-face meetings arranged online dropped 50% following the campaign and nearly 80% of girls surveyed said they had seen or heard about the campaign – and 83% of these girls reported taking direct action.**



UNITED STATES MINT

In 2005, Congress passed a law creating the new Presidential \$1 Coin and mandating a marketing plan to drive its "robust circulation." In response, the United States Mint authorized GolinHarris to lead a four-month, four-market, \$1 Coin Robust Circulation integrated marketing program. Featuring public relations, advertising and retail activation, GolinHarris worked with various partners to create a fully integrated, four-month pilot program designed to seed consumer interest and test the viability of launching a national, multi-platform program. Independent research proved the integrated campaign a dramatic success across multiple measures. **GolinHarris secured 260,804,631 media impressions, with 93% of stories positive and 86% featured key messaging. Mayoral outreach resulted in \$1 Coin Month proclamations in Austin, Charlotte and Grand Rapids and third party efforts reached 40% of targeted organizations and 32,000 additional people via member publications and meetings.**



The U.S. Postal Service (USPS) Direct Mail Speakers Bureau was specifically designed to reach mid-level marketers and to raise awareness of the strength and ROI capabilities of Direct Mail. Through the efforts of local sales specialists, GolinHarris developed, or reinforced, relationships with both national and local organizations, such as the DMA and Printing Industries of America who opened doors for USPS in terms of thought leadership and recognition as a trusted resource within the industry. **In 2009, GolinHarris delivered almost 70 local and national speaking engagements, key messages to more than 2,000 current and future customers, more than 100 sales leads, speaking engagements at events hosted by key targets including the Direct Marketing Association, OnDemand, PODi and The Wharton School at the University of Pennsylvania, and co-panelists from top-tier organizations such as DIRECTV, Sprint and the Direct Marketing Alliance.**

## PROVIDING INNOVATIVE SOLUTIONS

Creativity and innovation at GolinHarris extend beyond the ideas we generate and implement for clients and into the way in which we operate our business. We are committed to staying ahead of the revolution in communications and stakeholder influence so you stay ahead of these too.

Our work for government clients covers a spectrum of activities ranging from message development and media training to thought leadership initiatives and media relations. Our research-based approach, deep industry experience and commitment to delivering the right expertise to solve any challenge ensures that we deliver cutting-edge ideas, precise execution and the results you desire. GolinHarris' full range of innovative solutions include:

### ***SOCIAL MARKETING AND PUBLIC EDUCATION – CHANGING BEHAVIOR***

GolinHarris is a leader in developing social marketing campaigns that result in behavioral change. We maintain a team of social marketing experts across the country that have worked on a myriad of issues for government, corporate and non-profit clients including: alcohol and drug abuse, tobacco control, nutrition and obesity, HIV/AIDS education, injury prevention and more. Our award-winning social marketing work includes the Meth Project, American Legacy Foundation, American Red Cross, United Way of Maryland, Ronald McDonald House Charities, Girl Scouts of America, Special Olympics, American Cancer Society, National Institute for the Blind, Habitat for Humanity and American Lung Association. In this category, GolinHarris has focused on fundamentally changing public behavior and building movements to redefine the category of social marketing.

### ***ALLIANCE AND COALITION DEVELOPMENT***

GolinHarris has the proven ability to seek out strategic partnerships to build third-party validation for our clients' agendas and leverage those relationships to communicate with stakeholders and influencers. We have the strong instincts necessary to develop collaborative processes that achieve results – from changing consumer habits to influencing federal and state policies.

### ***AUDIENCE AND BRAND ANALYTICS TOOLS***

Through primary and secondary research, GolinHarris keeps abreast of what's going on around us, learns about what drives consumer behavior, what opinion leaders are thinking and more. We make these insights available to our clients through customized research reports, outlook sessions bringing together experts in fields of interest to our clients and by creating research and insight pages.

### ***DIGITAL AND WORD OF MOUTH***

GolinHarris' Dialogue team specializes in building online communications strategies which capture attention, drive dialogue and create discussions with your target audience across new media and word-of-mouth channels. Dialogue employs a systematic approach to understanding your communications targets, articulating memorable branded messages, and delivering information creatively through emerging media vehicles.

### ***MICROTARGETING AND CATALIST***

Catalist is transforming the way organizations communicate by maintaining a comprehensive, dynamic national database of all voting-age individuals in the United States paired with the tools and expertise needed to design and execute data driven campaigns for the progressive community. Through an exclusive partnership with GolinHarris, we offer the opportunity to access the privacy-secured information and analytical tools inside Catalist that, when combined with traditional public affairs tactics such as grassroots, grass tops, thought leadership and political branding, will take you to a new level of targeting to educate and build meaningful support around causes that matter.

### ***EMPLOYEE ENGAGEMENT - AN INSIDEDGE***

Engaged employees are the fuel that will drive tomorrow's most successful companies and most effective agencies. Our team of dedicated specialists combines the rigor of management consulting, the science of research and the art of marketing into a strategic package to motivate and mobilize a client's internal audience. We believe

the strongest organizations are built from within. Both NASA and FAA have partnered with our Insidedge teams to improve internal communication and drive change in their complex organizations. GolinHarris' Insidedge team has been honored with a 2010 Gold SABRE Award, *PR Week's* 2008 Employee Communications Campaign of the Year 2008 and the 2008 IABC Gold Quill Award of Excellence for Electronic and Digital Communication.

#### ***SUSTAINABILITY AND GEOIMPACT***

Building upon years of experience helping companies respond strategically to sustainability, GolinHarris was one of the first public relations agencies to establish a global team of sustainability experts to help organizations communicate their commitment to the sustainability of our planet. GeoImpact helps companies and institutions around the world design, build and leverage sustainable business practices to win leadership, preference and trust among the general public, employees and policy leaders. Members of the practice have developed ambitious reputation building programs for leading companies and organizations such as The Dow Chemical Company and its Human Element campaign, Toyota and the launch of the Prius, National Insulation Association and its mechanical insulation initiative through the Department of Energy, Molson Coors Brewing Company, Texas Instruments and many others.

#### ***HEALTH COMMUNICATIONS***

At GolinHarris, our diverse team of professionals excel at the art of communicating science because we have deep knowledge and experience in clinical practice, public policy and regulatory issues. We combine our clinical understanding and analytical thinking with innovative ideas and insights to develop programs that motivate consumers to change the way they think and act. Our work in multiple therapeutic categories gives us breadth and depth of medical knowledge, as well as the ability to make sense to both healthcare professionals and consumers. We have category experience in allergy, Alzheimer's disease, cardiology, dermatology, gastroenterology, HIV/AIDS, infectious diseases, neurology, oncology, ophthalmology, oral care, pain management and women's health, among others. Our fundamental knowledge of health and healthcare challenges has allowed us to partner on projects with several federal agencies including National Institutes of Health, Center for Disease Control, the Office of the Surgeon General and others.

#### ***PUBLIC PRIVATE PARTNERSHIPS AND CORPORATE SOCIAL RESPONSIBILITY (CSR)***

As society places a stronger emphasis on corporate citizenship, standing for something beyond the functional benefits or product or service of your organization is increasingly important in the battle for public loyalty and trust. GolinHarris has counseled numerous organizations on the best way to authentically leverage their citizenship "assets" while ensuring their CSR programs are in line with their agency's strategies and with the expectations of consumers and stakeholders. This experience can help create meaningful public private partnerships that extend government programs and support corporate leadership goals.

#### ***MESSAGE DEVELOPMENT AND MEDIA TRAINING***

*Message* is the GolinHarris proprietary approach to message development and spokesperson training. In this complicated digital world of communications, the development of a clear, concise message and the focused discipline of delivering those messages is more important than ever. *Message* offers a disciplined approach to message development and media training. Our training staff of former television and newspaper reporters, press secretaries and senior communications professionals work to synthesize messages for each target audience and make the most out of every opportunity to deliver that message. We have trained former directors of the Centers for Disease Control and the National Institutes of Health, a former U.S. Surgeon General and executives at The American Diabetes Association, American Red Cross, The America Legacy Foundation, Kaiser Permanente and Olympus.

#### ***CRISIS COMMUNICATIONS***

GolinHarris has provided planning, emergency counsel and management for some of the world's leading brands, including The Dow Chemical Company, Gerber, Johnson & Johnson, McDonalds, Texas Instruments, Tyson and Weyerhaeuser. Our experience ranges the full gamut of the communications spectrum and our philosophy is that crisis preparedness is part of the overall planning process. Effective crisis plans are founded on ethical core values and, if properly implemented, can help avert loss of public confidence in a trying time. An established crisis

response capability builds a reservoir of trust among stakeholders and credible third parties that can protect corporate – and agency – reputations.

#### ***CONFERENCE AND EVENT MANAGEMENT***

GolinHarris has managed all types of events for government clients. Ranging from global relay races with multiple client partners to small-scale intimate meetings and dinners, we can produce high-quality conferences and seminars, media events, observances and special events. We are capable of handling all phases of the event lifecycle – including securing venues and speakers, coordinating onsite requirements and rehearsals and securing media – or assisting with specific areas to ensure event success. All projects are benchmarked from the outset with agreed-upon key criteria and deliverables.

#### ***CONSUMER MARKETING***

GolinHarris has been an innovator in consumer marketing public relations for more than 50 years. Our teams across the country understand how to educate and motivate consumers and other key audiences to embrace organizations and brands. We recognize that what matters most in consumer marketing is the relationship between a brand and the people with whom you do business. Words are good, but we believe in substance and action drive results – and results are we will get for you.

#### ***MEDIA RELATIONS***

At GolinHarris, management of media relations is always firmly rooted in our clients' distinct organizational objectives. We have daily success with national and local media outlets across the U.S., helping some of the world's greatest brands and largest government agencies attain their communications goals. When approaching media relations, we study, understand and plan around the idiosyncrasies of the key media outlets, making sure to learn their preference for story angles and themes so that the ideas we present fit both their audience and style of reporting. We mobilize a fully-integrated, multi-media approach to drive dialogues with diverse audiences. GolinHarris campaigns aggregate the most effective communications vehicles to reach a specific audience and ensure maximum impact.

#### ***MULTICULTURAL OUTREACH***

GolinHarris has a team of experts that analyze the societal shifts resulting from immigration and multiculturalism, and design programs to involve emerging ethnic groups in mainstream marketing campaigns. Based on their understanding of social, religious and linguistic differences, our multicultural team modifies messages and supplements strategies to reach diverse audiences with a cohesive brand position.

#### ***PUBLIC AFFAIRS***

The Washington, D.C. office is the center of the agency's worldwide Public Affairs practice, offering a powerhouse of global experience in public affairs. Where most firms housed in the D.C. region offer exclusively government relations and public affairs, we offer clients a compelling market position through combining the disciplines of public affairs, social marketing, corporate communications and consumer marketing to maximize clients' opportunities to solve problems using a different point of view. GolinHarris Public Affairs specializes in building bridges between objectives, marketing strategies and public policy imperatives. Our team consists of professionals drawn from fields including government and politics, healthcare, international relations, trade policy, environment, media and law.

## LEADING THE WAY - AGENCY KEY PERSONNEL

Guiding the thoughts and principles of everything we do is a team of key agency personnel who are leading the way with creativity, enthusiasm and a desire to outperform your expectations.

**Ellen Ryan Mardiks** is a vice chairman at GolinHarris, and president of the consumer marketing practice. She leads a global team of the firm's consumer marketing experts, and serves as a catalyst for the development of strategies and tools to advance the specialty, including Anthrographics, GH's proprietary consumer segmentation model. Experienced in many facets of the business, Ellen helps clients leverage the power of public relations to position or reposition corporate and product brands in a variety of industries. She has led the development of communications strategies for leading companies such as McDonald's, Breyers, Coors, Alcon and Levi Strauss & Co. Ellen also is tapped to apply the principles of brand strategy to government departments, associations and not-for-profits, including the United States Postal Service, the American Legacy Foundation and The Florida Department of Citrus.

**Brian Beck** is chief financial officer at GolinHarris and is responsible for the management, analysis, forecasting and communication of the worldwide financial results for GolinHarris and is a member of the Executive Management Committee. He joined the company in 1999 and held the positions of vice president and senior vice president of Finance before becoming worldwide CFO. Brian's expertise includes financial reporting and analysis, operational management, project management, auditing, treasury functions, real estate and financial training initiatives. Brian holds a BBA in Accounting from the University of Iowa and is a member of Financial Executives International and the Chicago Council of Foreign Relations.

**Lane Bailey** is president of worldwide public affairs and has extensive experience including work in crisis management and communication, environmental litigation, health and safety and regulatory affairs. Lane's ability to look at issues with a fresh perspective and find common ground has been a major part of his work at GH. Lane came to GH after enjoying more than 22 years of service to U.S. Senator Jay Rockefeller (D-WV). For 12 years, Lane served as Rockefeller's Chief of Staff in Washington, where his principle focus was on job creation and international trade and investment.

**Scott Farrell** is president of global corporate communications which includes Change, the firm's branded approach to corporate social responsibility. Scott offers his clients an expansive portfolio of strategic communications work for corporate, business-to-business, technology, consumer and healthcare companies. At GolinHarris, his work centers on helping companies build brand, reputation and trust leadership with their internal and external stakeholders. He also is a leading expert in the area of crisis communications and issues management and was named by *PRWeek* magazine as a "crunch-time counselor" and one of the industry's top people who should be on speed dial when crisis strikes.

**Gary Rudnick** is the managing director of GolinHarris' Chicago office, co-manages the firm's central region (Chicago, Dallas and Houston offices) and is a member of the agency's executive management committee. In addition, Gary leads the GolinHarris Dialogue group, the agency's interactive/media practice. He has 17 years of experience with an emphasis on consumer marketing, corporate communications and issues/crisis management. Gary's areas of expertise include strategic planning and counsel, media and message training, corporate/product positioning, issues and crisis management, strategic philanthropy and sports marketing. Since joining the agency in 1996, Gary has led strategic relationships with companies such as McDonald's Corporation, Texas Instruments, Coors Brewing Company, Tyson Foods, Gerber Products Company and Campbell's Soup, among others.

**Susan L. Corsini** is managing director of GolinHarris' Washington, D.C. office. She served previously as managing director at Orr Associates (OAI), a non-profit development consulting firm. Prior to OAI, Susan served as managing director of Community Outreach for Sallie Mae Inc. and later, as senior vice president, established the student loan's charitable arm, The Sallie Mae Fund, developing its mission and creating programs that address equity in access to higher education. One of these programs was Building Hope: A Charter School Facilities Financing Fund,

which The Sallie Mae Fund supported with an initial \$28 million dollar grant. With more than 20 years of communications experience, Susan has worked for three of the top 10 communications firms in the world. During the 2000 presidential campaign, Susan served as deputy chief of staff of the 2000 Democratic National Convention.

**Keith Burton** is president of GolinHarris' Insidedge employee communications consultancy. He has counseled Fortune 500 corporations on employee communications, labor relations, strategic planning, issues management, crisis communication, marketing communications and environmental affairs. During his 30-year professional career, Keith has served clients including Tyson Foods, The Boeing Co., American Airlines, Bell South, Visa International, Nationwide Insurance, FedEx, IBM Corp., GTE Corp., Georgia-Pacific Corp., Overnite Transportation, Miller Brewing Co., Sandoz Agro Inc. and Celanese Corp. He is nationally recognized as an expert in employee communications, crisis communications, re-engineering, change management, labor relations, corporate restructuring and litigation support. Early in his career, he was an award-winning business journalist covering the activities of major corporations in the southwestern United States for Capital Cities Communications, Inc. He also served as a Dallas correspondent to Time and was associate editor of Texas Business magazine.

**Mark Rozeen**, Ph.D. is a senior vice president and director of research for GolinHarris. As head of GolinHarris' research team, Mark is responsible for designing, executing, analyzing and providing strategic counsel based upon original, primary quantitative and qualitative research for our clients and GolinHarris' business development and marketing. In addition to his research-specific responsibilities, Rozeen is a member of GolinHarris' company-wide senior strategy team, providing communication and business counsel to client CEOs and Executive Committees as they define and articulate their company's brand identity aspiration, unique value proposition, corporate and product messaging and competitive positioning.

**Jeff Beringer** is a senior vice president leading the digital PR team at GolinHarris, a component of the firm's "Dialogue" multimedia communications practice. He is the driving force behind campaigns which leverage the power of new media to build conversation with key stakeholders and stimulate positive word of mouth. Jeff provides digital and social media communications support to blue-chip brands across the globe. He has created and managed campaigns for Disney, SC Johnson, Nintendo, McDonalds, and Texas Instruments to name a few. Jeff has a sharp eye for emerging media opportunities and excels at helping brands leverage leading edge tools and technologies to reach business goals. He counsels organizations on activating authentic insiders for conversational marketing, and prepares companies and their message bearers to participate effectively in online conversations and quantify the impact.

**Donald Cognetta** is vice president of finance for the southeast region of GolinHarris, overseeing offices in the Washington D.C., Baltimore, Richmond, Atlanta and Miami markets and will serve as GolinHarris' contract administrator for its GSA (AIMS) schedule. In addition to his roles and responsibilities as Contract Administrator, Don manages financial reporting and management, analysis, budgeting and forecasting in the region. Prior to joining GolinHarris, Don worked for Cassidy & Associates, one of Washington's leading Government Relations firms where he held numerous financial roles throughout his eleven year tenure. Don holds a B.S. in Accounting from Ithaca College and a Masters in Business Administration from The George Washington University.