



**GENERAL SERVICES ADMINISTRATION  
FEDERAL SUPPLY 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 are available through GSA Advantage!, a menu-driven database system. The Internet address for GSA Advantage! is: <http://www.gsaadvantage.gov>*

**General Services Administration  
Federal Supply Service  
Professional Services Schedule  
Schedule 00CORP**

CONTRACT NUMBER:  
GS-07F-149BA

Period Covered by Contracts:  
March 7, 2014 through March 6, 2019

**Melwood Global Communications, LLC**

7979 Old Georgetown RD, Suite 800

Bethesda, Maryland 20814

Phone number: (617) 676-3000

Fax number: (202) 521-9345

<http://www.melwoodglobal.com>

Contractor's Administration Source: Jonathan Tapper  
Contractor's Administration Source E-mail: [jtapper@melwoodglobal.com](mailto:jtapper@melwoodglobal.com)

General Services Administration  
Management Services Center Acquisition Division  
Modification #**PA-0010**, dated **June 8, 2017**  
Business Size: **Small**  
DUNS: **078581341**

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.fss.gsa.gov>.

## GSA AWARDED TERMS AND CONDITIONS

- 1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).

**SIN 541-2 & SIN 541-2RC: Public Relations Services**

- 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 Pricelist Below**

- 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 attached job descriptions document for details**

2. Maximum order.

**\$1,000,000**

3. Minimum order. **\$100**

4. Geographic coverage (delivery area).

**Domestic; 48 contiguous states and Washington, DC**

5. Point(s) of production.

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6. Discount from list prices or statement of net price.

**Prices listed are GSA Net; Discount Deducted**

7. Quantity discounts.

**None**

8. Prompt payment terms.

**0%, Net 30 Days**

- 9a. Government Purchase Cards **are accepted** at or below the micro-purchase threshold.

- 9b. Government Purchase Cards **are not accepted** above the micro-purchase threshold. Contact contractor for limit.

10. Foreign items (list items by country of origin). **None**

11a. Time of delivery.

**Time of delivery to be determined at task order level and as mutually agreed upon.**

11b. 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 lists that have expedited delivery.

**Expedited delivery time is to be determined at task order level and as mutually agreed upon.**

11c. 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.

**Overnight and 2-day delivery time is to be negotiated between Contractor and Ordering Agency.**

11d. 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.

**Urgent Requirements delivery time is to be negotiated between Contractor and Ordering Agency.**

12. F.O.B. point.

**Destination; 48 contiguous states and Washington, DC**

13a. Ordering address.

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13b. Ordering procedures: **For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.**

14. Payment address.

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15. Warranty provision.

**Not Applicable**

16. Export packing charges, if applicable.

**Not Applicable**

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level).  
**Accepted at or below the micro-purchase threshold**
18. Terms and conditions of rental, maintenance, and repair (if applicable).  
**Not Applicable**
19. Terms and conditions of installation (if applicable).  
**Not Applicable**
- 20a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable).  
**Not Applicable**
- 20b. Terms and conditions for any other services (if applicable).  
**Not Applicable**
21. List of service and distribution points (if applicable).  
**Not Applicable**
22. List of participating dealers (if applicable).  
**Not Applicable**
23. Preventive maintenance (if applicable).  
**Not Applicable**
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants).  
**Not Applicable**
- 24b. 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/](http://www.Section508.gov/).  
**Not Applicable**
25. Data Universal Number System (DUNS) number  
**078581341**
26. Notification regarding registration in System for Award Management (SAM) database.  
**Melwood Global Communications, LLC has an Active Registration in the SAM database.**



## **Principal**

Minimal/General Experience: Has at least 10 years newsroom experience and possesses a demonstrated ability to craft a pitch and be sensitive to deadline pressures. Has extensive professional experience with years of specialization in field. Possesses technology public relations experience and a comprehensive understanding of strategic business issues affecting Agency and clients. Comprehensive experience in and understanding of public relations.

Functional Responsibility: Develops client relationships and provides ongoing strategic counsel. Assists with executive decisions and company growth and development. Manages projects to ensure client satisfaction. Oversees planning and execution of client programs encompassing the creation and execution of strategically targeted public relations and creative multimedia campaigns to meet client project objectives. Makes significant contribution to strategic direction for client - providing task or program unique, functional expertise necessary to execute task requirements, ensure responsiveness, and achieve successful performance with all phases of media monitoring and response, including analysis, planning, production, and dissemination. This individual also manages portions of new business development efforts and is also a creative thinker that can plan strategically and globally. Pursues, develops and leads new business presentations. Able to assess and win new business opportunities and write business plans. Skilled at developing and delivering presentations and pitches for clients and prospective clients.

Minimum Education: Bachelor's degree in communications, public relations, journalism, business, marketing, advertising, design, English or a related field, with senior-level agency experience.

## **Account Executive**

Minimal/General Experience: Minimum five years of experience in journalism, public relations, marketing, advertising, graphic design, Web development or a similar position in a non-agency setting, with at least one year in a newsroom, possessing a demonstrated ability to craft a pitch and be sensitive to deadline pressures.. Excellent project management, writing, presentation, design and/or Web development skills including mastery of appropriate software and tools. Ability to interact professionally with clients and possess strong time and self-management skills.

Functional Responsibility: Responsible for day-to-day client contact and external audiences Works to develop customer proposals and implement the public relations activity. Develops action plans, manages and implements activities/tasks for conferences, seminars, trade shows and special events, including media events. Prepares regular customer reports and attending customer meetings to assess the progress of the public relations campaign. Responsible for collating and analyzing media coverage. Performs research, writes and distributes press releases to targeted media. Manages profitability and financial aspects of accounts.

Minimum Education: Bachelor's degree in communications, public relations, journalism, business, marketing, advertising, design, English or a related field.



**Crisis & Strategic Communications Service:**

Crisis communications involves developing comprehensive plans and training key personnel how to handle public information and media inquiries during a crisis. Companies will never know when a crisis is going to hit, and it is imperative to have an effective system in place to control what information goes out and, just as important, what information does not go out. Melwood Communications, L.L.C. works closely with its clients to ensure an airtight crisis communication plan is in place. Our experienced team is available 24/7 to handle any crisis situation that may arise. We work with the client to assess potentially damaging situations, establish the facts and develop a strategy that will help minimize negative publicity, and then develop concise messaging that effectively addresses the situation.

Melwood Communications, L.L.C. will:

- Ensure a client has a Crisis Communications Plan in place long before a crisis occurs. This document details who within a company is a part of the Crisis Management Team (CMT); steps to notify the CMT when a crisis breaks; who is authorized to speak publicly about the crisis; and the method of controlling the flow of information externally;
- Craft messaging and talking points to ensure the public that the crisis is contained and under control;
- Act as a spokesperson and a public face of the company, if necessary;
- Work with third-party validators who can attest with credibility about the positive works of the company.
- Speak with journalists on background to get a feel how balanced their reporting will be
- Undertake post-crisis efforts to help repair any damage that may be been inflicted upon the company.



| SIN   | GSA Awarded Services                      | Minimum Level of Education | Years of Experience | Unit of Issue | Base Term                     |                               |                               |                               |                               |
|-------|---|----------------------------|---------------------|---------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|       |   |                            |                     |               | GSA Hourly Rate w/ IFF Year 1 | GSA Hourly Rate w/ IFF Year 2 | GSA Hourly Rate w/ IFF Year 3 | GSA Hourly Rate w/ IFF Year 4 | GSA Hourly Rate w/ IFF Year 5 |
| 541-2 | Principal                                 | Bachelor's Degree          | 10                  | Hour          | \$172.80                      | \$175.56                      | \$178.37                      | \$181.22                      | \$184.12                      |
| 541-2 | Account Executive                         | Bachelor's Degree          | 5                   | Hour          | \$123.43                      | \$125.40                      | \$127.41                      | \$129.45                      | \$131.52                      |
| 541-2 | Crisis & Strategic Communications service |                            |                     | Hour          | \$296.22                      | \$300.96                      | \$305.78                      | \$310.67                      | \$315.64                      |

**Service Contract Act (SCA) Statement:**

The Service Contract Act (SCA) is applicable to this contract 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 the applicable WD number. Failure to do so may result in cancellation of the contract.