

### C.11. Project Narrative

First and foremost, we are Oklahomans. Jones PR is an Oklahoma company, led by Oklahoma natives who love our state and want to ensure that it has a bright and prosperous future. We are all deeply involved in our communities and keenly aware of the unique challenges that face our state. The State's budget is tight, and that means every Oklahoma state department, agency, commission, office, college and other entity that might use this contract needs to watch their expenses and pinch every nickel they can. We understand and respect that. Jones PR has a great reputation in our home state, and we plan to be here for decades to come, so the State can rest assured that we are committed to Oklahoma's success both now and in the future.

One aspect of Jones PR that sets us apart from others is that we partner with our clients. We do not want to be "just a vendor" by sending out press releases, setting up events, designing a brochure or promoting a new agency's initiative - though we can and will do that and more - but rather, we are your counselors and consultants living and breathing communications and marketing day-in and day-out so you don't have to. We listen to your goals and objectives and then develop and execute the right plan that achieves your needs.

A second aspect that sets Jones PR apart is accreditation by the Founder, President & CEO. Brenda Jones Barwick is nationally "Accredited in Public Relations." This is very important to the state. A practitioner who has earned accreditation has proven to uphold ethics and principles in addition to providing highest-level of professional work product. The state deserves the best. This is a measurement to ensure practitioners with high ethics are administering the state's important work.

We will also work harder than any other agency. From attending early morning interviews to working through the weekend on a crisis situation, our workday is not your standard eight to five. That's why every client of ours has the cell phone numbers of the people assigned to their account. Responding to our clients and their needs is always our top priority, no matter the day or time. We have never encountered a problem or obstacle that is too difficult or too complex. If the state agency has a need, Jones PR can deliver for you.

We are very organized and have the systems and procedures in place to have successfully worked with over a dozen Oklahoma government entities over the past 18 years. Through our online project management system, clients can interact with us on projects and receive task updates instantly. All our clients receive regular project progress reports because we want them to be constantly informed on how we are achieving the goals of their projects. And our financial management processes are already completely in line with government requirements.

Jones PR prides itself on our ability to respond to our clients' needs instantly, and can turnaround requests within a week's time frame, and even quicker in the event of a more critical or time-sensitive situation. As a team, we meet at least twice a week for a client project review in order to keep our entire team up-to-date on every client. This helps to ensure that the ball is never dropped and your projects will always be on time and on budget.

Finally, we are strategists through and through, and believe that creativity is at the heart of all we do. We don't employ cookie-cutter approaches for our clients and certainly wouldn't for the state. This contract covers eight categories of public relations, advertising and marketing services that range from research, strategic planning and branding, to social media development, event planning, video production, direct media buys and outdoor advertising. Jones PR does all of this on almost a daily basis. For the state entities that would use this contract, we will first fully review their scope of work, and then carefully develop our own statement of work and budget that fits the state agency's needs, best leveraging our own knowledge and expertise to deliver the best overall services for the state.

### C.12. Supplier's Rates

With each project, Jones PR will provide the state agency with a budget based on the scope of work with a comprehensive timeline. This is standard operating procedure for the agency, so Jones PR is already equipped to quickly provide estimates for departmental pre-approval and to make adjustments to ensure each project meets budgetary needs. Jones PR regularly works with federal and state government agencies and employs the accounting practices that are standard for government contracting.

Jones PR always provides clients with a monthly task and media recap report, this includes PR tasks that were performed by employees, along with a list of earned media (if applicable), creative planning and development, research, along with tear sheets representing the ad buys purchased with digital, radio or print publications.

## H.1. Price and Cost

### H.1.1. Suppliers Rates

Jones PR is offering the State of Oklahoma three rate options that are all discounted from our blended rate of \$175 per hour: Blended rate, project flat fee rate and per position rate. From the rates stated below, the State of Oklahoma is receiving Jones PR's lowest rates, compared to commercial and federal government rates.

1. Blended hourly rate: \$110
2. Project flat fee rate: Determined by Scope of Work that will utilize either the discounted blended rate or the per position rate, whichever is lowest to accomplish the state agency's project objectives.
3. Position rate: see below

#### H.1.1.1

Supplier's List (the following service rates are discounted from Jones PR's commercial and federal government rates)

\$60	Associate
\$80	Account Coordinator
\$95	Assistant Creative Director
\$95	Assistant Account Executive
\$105	Account Executive
\$115	Creative Services Director (\$155 for expedited rates)
\$120	Senior Account Executive
\$130	Vice President
\$150	President and CEO