



STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS

Department of Administration  
DIVISION OF PURCHASES  
One Capitol Hill  
Providence, RI 02908-5855

Tel: (401) 574-8100  
Fax: (401) 574-8387  
Website: [www.purchasing.ri.gov](http://www.purchasing.ri.gov)

**MPA CONTRACT RENEWAL OPTION EXERCISED  
PUBLIC RELATIONS/ADVERTISING SERVICES  
MASTER PRICE AGREEMENT (“MPA”) #444  
PURCHASE ORDERS 3201993; 3201968; and 301726  
MPA EXPIRES 8/31/2015**

**MPA CONTRACT RENEWAL OPTION:**

The Second of Two allowable One-Year Renewal Options was exercised by the State at its sole discretion. The MPA will expire on August 31, 2015.

Note to Agencies: Three (3) competitive quotes are required for all projects expected to exceed \$25,000.00.

Agencies are required to adhere to all MPA user instructions and purchase order terms and conditions.

The purchase award as amended is attached.

**VENDOR CONTACT INFORMATION:**

**Porter Novelli Public Services Inc. (PO #3201993)**

Laura Woycha  
(202) 973-5866  
[Laura.Wotycha@porternovelli.com](mailto:Laura.Wotycha@porternovelli.com)

**Advertising Ventures (PO #3201726)**

Andrea Reed  
(401) 453-4748

**Policy Studies Inc. (PO # 3201968)**

Jim Coursey  
(919) 521-3174

**WHO CAN USE THIS CONTRACT:**

STATEWIDE APPLICABILITY - Political Subdivisions (cities, towns, schools, quasi-public agencies), as authorized by law, may participate in this Agreement. All ordering and billing shall be between the vendor and the political subdivision (only).



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**DIVISION OF PURCHASES CONTACT:**

Name: Daniel W. Majcher, Esq  
Title: Assistant Director for Special Projects  
Tel: 222-8073



# RI Purchase Agreement Amendment Report

STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS  
 ONE CAPITOL HILL  
 PROVIDENCE RI 02908

PORTER NOVELLI PUBLIC SERVICES INC  
 1909 K ST NW  
 STE 400  
 WASHINGTON, DC 20006  
 United States

Amendment Date: 29-AUG-14  
 Original Award Date: 08-SEP-10  
 Buyer: D Majcher  
 Phone #:  
 FOB: Destination  
 Terms: NET 30  
 Vendor # 37606

<b>S H I P T O</b>	MASTER PRICE AGREEMENT SEE BELOW RELEASE AGAINST, RI MPA United States	Change Order Number <b>6</b> Award Number <b>3201993</b> Effective Period <b>01-SEP-10 - 31-AUG-15</b>	<b>I N V O I C E</b>	MASTER PRICE AGREEMENT SEE BELOW RELEASE AGAINST, RI MPA United States
	PUBLIC RELATIONS/ADVERTISING SERVICES (MPA-444)			

Description			Bid Number	Change Order Req#	
<b>PUBLIC RELATIONS/ADVERTISING SERVICES (MPA-444)</b>					
Line #	Code	Class-Item	Quantity	Unit	Unit Price
		CHANGE TO PO #3201993 DATED 9/8/10  CHANGE EFFECTIVE PERIOD: FROM: 9/1/10 - 8/31/13 TO: 9/1/10 - 8/31/15  EXERCISE LAST RENEWAL OPTION PER AGREEMENT.  NOTE TO STATE AGENCIES: THREE COMPETITIVE QUOTES ARE REQUIRED FOR ALL PROJECTS EXPECTED TO EXCEED \$25,000.00.  SUPPLIER CONTACT: LAURA WOTYCHA - (202) 973-5866 Laura.Wotycha@porternovelli.com			

<b>STATE PURCHASING AGENT</b>
 Nancy R. McIntyre



# RI Purchase Agreement Amendment Report

STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS  
 ONE CAPITOL HILL  
 PROVIDENCE RI 02908

PORTER NOVELLI PUBLIC SERVICES INC  
 1909 K ST NW  
 STE 400  
 WASHINGTON, DC 20006  
 United States

Amendment Date: 05-SEP-13  
 Original Award Date: 08-SEP-10  
 Buyer: D Majcher  
 Phone #:  
 FOB: Destination  
 Terms: NET 30  
 Vendor # 37606

SHIP TO	MASTER PRICE AGREEMENT SEE BELOW RELEASE AGAINST, RI MPA United States	Change Order Number 5 Award Number <b>3201993</b> Effective Period <b>01-SEP-10 - 31-AUG-14</b>	INVOICE	MASTER PRICE AGREEMENT SEE BELOW RELEASE AGAINST, RI MPA United States
	PUBLIC RELATIONS/ADVERTISING SERVICES (MPA-444)			

Description		Bid Number	Change Order Req#		
PUBLIC RELATIONS/ADVERTISING SERVICES (MPA-444)					
Line #	Code	Class-Item	Quantity	Unit	Unit Price
		CHANGE TO PO #3201993 DATED 9/8/10  CHANGE EFFECTIVE PERIOD: FROM: 9/1/10 - 8/31/13 TO: 9/1/10 - 8/31/14  FIRST OPTIONAL RENEWAL PER AGREEMENT.  MASTER PRICE AGREEMENT #444 PUBLIC RELATIONS / ADVERTISING SERVICES IN ACCORDANCE WITH THE PROVISIONS OF RFP #7323457 AND THE ATTACHED COST PROPOSAL.  NOTE TO STATE AGENCIES: THREE COMPETITIVE QUOTES ARE REQUIRED FOR ALL PROJECTS EXPECTED TO EXCEED \$25,000.00.  SUPPLIER CONTACT: LAURA WOTYCHA - (202) 973-5866 Laura.Wotycha@porternovelli.com			

**STATE PURCHASING AGENT**

*Lorraine A. Hynes*

Lorraine A. Hynes



# Notice of Contract Purchase Agreement

STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS  
ONE CAPITOL HILL  
PROVIDENCE RI 02908

PORTER NOVELLI PUBLIC SERVICES INC  
1909 K ST NW  
STE 400  
WASHINGTON, DC 20006

PUBLIC RELATIONS/ADVERTISING  
SERVICES (MPA-444)

**Award Number** 3201993      **Effective Period:**  
01-SEP-10 -  
31-AUG-13

<b>S H I P  T O</b>	MASTER PRICE AGREEMENT SEE BELOW RELEASE AGAINST,RI MPA United States	<b>Date:</b> 08-SEP-10 <b>Buyer:</b> J Moynihan <b>Shipping:</b> Paid <b>Terms:</b> NET 30 <b>Vendor#:</b> 37606	<b>I N V O I C E</b>	MASTER PRICE AGREEMENT SEE BELOW RELEASE AGAINST,RI MPA United States

Department	Type of Requisition	Bid Number	Requisition Number
		N/A	

9/1/10 - 8/31/13

THREE (3) YEARS WITH AN OPTION TO RENEW FOR TWO (2) ADDITIONAL YEARS.

MASTER PRICE AGREEMENT #444

TO ESTABLISH A MASTER PRICE AGREEMENT (MPA #444) FOR PUBLIC RELATIONS AND ADVERTISING SERVICES IN ACCORDANCE WITH THE PROVISIONS OF RFP #7323457 AND THE ATTACHED COST PROPOSAL.

NOTE TO STATE AGENCIES:

THREE COMPETITIVE QUOTES ARE REQUIRED FOR ALL PROJECTS EXPECTED TO EXCEED \$25,000.00.

SUPPLIER CONTACT:

JANE GREEN - GOVERNMENT CONTRACTS MANAGER - (202) 973-5866

<b>STATE PURCHASING AGENT</b>
Lorraine A. Hynes

This Notice of Award/Purchase Order is issued in accordance with the specific requirements described herein and the State's Purchasing Regulations and General Conditions of Purchase, copies of which are available at [www.purchasing.ri.gov](http://www.purchasing.ri.gov). Delivery of goods or services as described herein shall be deemed acceptance of these requirements

**BUDGET FORM 1:**  
**VENDOR BILLING RATES FOR YEARS 1 and 2**

Function on Account	Hourly Rate	Subcontractor (yes or no)
<b>Account Management</b>		
Partner	\$315.00	No
Vice President	\$225.00	No
Vice President	\$225.00	Yes
Vice President	\$225.00	Yes
Account Executive	\$144.00	No
Account Executive	\$144.00	No
Account Executive	\$144.00	No
Account Executive	\$144.00	Yes
Assistant Account Executive	\$126.00	No
Vice President	\$225.00	No
Vice President	\$225.00	Yes
Clerical/Administrative	\$108.00	No
Clerical/Administrative	\$111.00	No
<b>Creative Services</b>		
Senior Account Executive	\$167.00	No
Senior Account Executive	\$167.00	No
Senior Vice President	\$270.00	No
Account Supervisor	\$189.00	No
Account Supervisor	\$189.00	Yes
Senior Account Executive	\$167.00	No
Account Supervisor	\$189.00	No
Account Supervisor	\$189.00	No
<b>Other Services (Specify)</b>		
Vice President	\$225.00	No
Account Executive	\$144.00	No
Partner	\$315.00	No
Senior Vice President	\$270.00	No
Partner	\$315.00	Yes
Senior Vice President	\$270.00	No
Senior Vice President	\$270.00	No
Senior Vice President	\$270.00	No
Partner	\$315.00	No

**BUDGET FORM 1:**

**VENDOR BILLING RATES FOR YEARS 3 THROUGH 5**

Function on Account	Hourly Rate	Subcontractor (yes or no)
<b>Account Management</b>		
Partner	\$324.00	No
Vice President	\$232.00	No
Vice President	\$225.00	Yes
Vice President	\$225.00	Yes
Account Executive	\$148.00	No
Account Executive	\$148.00	No
Account Executive	\$148.00	No
Account Executive	\$144.00	Yes
Assistant Account Executive	\$130.00	No
Vice President	\$232.00	No
Vice President	\$225.00	Yes
Clerical/Administrative	\$111.00	No
Clerical/Administrative	\$111.00	No
<b>Creative Services</b>		
Senior Account Executive	\$172.00	No
Senior Account Executive	\$167.00	No
Senior Vice President	\$278.00	No
Account Supervisor	\$195.00	No
Account Supervisor	\$195.00	Yes
Senior Account Executive	\$172.00	No
Account Supervisor	\$195.00	No
Account Supervisor	\$189.00	No
<b>Other Services (Specify)</b>		
Vice President	\$232.00	No
Account Executive	\$148.00	No
Partner	\$324.00	No
Senior Vice President	\$278.00	No
Partner	\$324.00	Yes
Senior Vice President	\$278.00	No
Senior Vice President	\$278.00	No
Senior Vice President	\$278.00	No
Partner	\$315.00	No

**BUDGET FORM 2: HOUR RATE PROPOSAL FOR YEARS 1 AND 2**

<b>Services</b>	<b>Hourly Rate Range</b>
A. Strategic Planning	\$203 - \$315
B. Crisis Communications	\$225 - \$315
D. Media Relations and Public Relations	\$189 - \$315
D. Media Training	\$167 - \$270
E. Special Events Planning	\$108 - \$225
F. Creative Services	\$126 - \$270
G. Web Page Design	\$167 - \$270
H. Focus Group Recruiting	\$144 - \$203
I. Focus Group Guide Development	\$167 - \$270
J. Focus Group Facilitation	\$189 - \$225
K. Focus Group Note Taking	\$108 - \$203
L. Focus Group Report Development/Analysis	\$144 - \$270
M. Survey/In-depth Interview Design	\$189 - \$270
N. Survey/In-depth Interview Administration	\$167 - \$270
O. Comprehensive Literature Reviews	\$126 - \$167

Contract Management: Indicate amount of time per month Vendor will spend on contract management, the hourly rate, and the tasks involved

Monthly hours depends on # of task orders in effect: minimum of 16 hours monthly

Hourly rate range: \$108 - \$270

Tasks involved: status phone calls with client, monthly activity reports, program status meetings, task order proposals

**BUDGET FORM 2: HOUR RATE PROPOSAL FOR YEARS 3 - 5**

<b>Services</b>	<b>Hourly Rate Range</b>
A. Strategic Planning	\$209 - \$324
B. Crisis Communications	\$232 - \$324
D. Media Relations and Public Relations	\$195 - \$324
D. Media Training	\$172 - \$278
E. Special Events Planning	\$108 - \$225
F. Creative Services	\$130 - \$278
G. Web Page Design	\$172- \$278
H. Focus Group Recruiting	\$148 - \$209
I. Focus Group Guide Development	\$172 - \$278
J. Focus Group Facilitiation	\$1959 - \$232
K. Focus Group Note Taking	\$111 - \$209
L. Focus Group Report Development/Analysis	\$148 - \$278
M. Survey/In-depth Interview Design	\$195 - \$278
N. Survey/In-depth Interview Administration	\$172 - \$278
O. Comprehensive Literature Reviews	\$130 - \$172

Contract Managmeent: Indicate amount of time per month Vendor will spend on contract management, the hourly rate, and the tasks involved

Monthly hours depends on # of task orders in effect: minimum of 16 hours monthly

Hourly rate range: \$111 - \$278

Tasks involved: status phone calls with client, monthly activity reports, program status meetings, task order proposals

Porter Novelli Public Services, Inc.

**BUDGET FORM 3:**  
**COMMISSION PROPOSAL**

**Instructions:** Submit your proposed vendor commission rate for each of the following services

Technical Services	Proposed Commission
A. Print Production (new product)	10%
b. Reprint of Existing Materials	10%
C. Miscellaneous Services	10%