



[Redacted]

03/05/2010 01:30 PM

To: [Redacted]  
cc: [Redacted]  
bcc: [Redacted]

Subject: IGE for JMA Contract Extension

History: This message has been replied to and forwarded.

Here is my estimate for the services. I considered number of hours JMA booked for last month for four tasks when considering number of hours for five tasks over 60 days. I estimated hours per task per position based on the position description.

[Redacted] I utilized the previous spreadsheet and noticed that the formula built in the spreadsheet wasn't always true. I had to re-establish formulas and double check with a calculator. You might want to double check my math since I'm on my laptop with no way to print.



GSA PR Services Budget Contract Extension 03\_05\_10.xls

let me know if you have any questions.

[Redacted]

[Redacted] CGMP

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Consultant Name: Jana Mobley Associates, Inc.  
 Project: Public Relations Services

Project Principal	Program Manager	Senior Consultant(s)	Editor	Copy Writer	Producer	Account Executive	Account Coordinator	Graphic Designer	Administrative	Senior Researcher(s)	Researcher(s)	Total Hrs	Total Cost
\$ 270.41	\$ 152.79	\$ 104.32	\$ 72.84	\$ 49.27	\$ 178.31	\$ 71.87	\$ 61.93	\$ 123.17	\$ 81.41	\$ 103.10	\$ 72.68	276	\$24,310.15
10	5	35	25	40	10	55	5	5	5	40	40		
\$2,704.10	\$763.95	\$3,658.20	\$1,621.00	\$1,082.80	\$1,783.10	\$3,552.85	\$309.85	\$615.85	\$307.05	\$4,124.00	\$2,907.60		

Task 1: Gather background material and conduct research to support key communication issues

10	5	25	20	25	5	60	5	5	5	25	20	210	\$19,234.70
\$2,704.10	\$763.65	\$2,813.00	\$1,456.80	\$1,239.25	\$881.55	\$4,312.20	\$309.65	\$615.85	\$307.05	\$2,577.50	\$1,453.80		

Task 3: Provide support to GSA in planning and implementing a variety of internal audience communication and outreach strategies

50	10	60	20	20	5	45	5	10	5	35	5	270	\$33,703.65
\$13,520.50	\$1,527.90	\$6,271.20	\$1,456.80	\$891.40	\$881.55	\$3,234.15	\$309.65	\$1,231.70	\$307.05	\$3,608.50	\$363.45		

Task 4: Provide support to GSA in planning and hosting a variety of external communication engagements

50	10	80	20	20	5	45	5	10	5	35	15	260	\$34,430.75
\$13,520.50	\$1,527.90	\$6,271.20	\$1,456.80	\$891.40	\$881.55	\$3,234.15	\$309.65	\$1,231.70	\$307.05	\$3,608.50	\$1,090.35		

Task 5: Project Management/Reporting

10	40	35	10	10	5	25	15	10	5	10	10	185	\$20,601.00
\$2,704.10	\$6,111.60	\$3,658.20	\$728.40	\$495.70	\$681.55	\$1,756.75	\$328.95	\$1,231.70	\$307.05	\$1,031.00	\$726.90		

Grand Total

1220 \$192,881.35