



OneWorld Communications, Inc.

October 10, 2003

Ms. Deborah DeVaul
USDA Forest Service
1323 Club Drive
Vallejo, CA 94592

**RFQ-04-20-002: Sierra Nevada Framework
Media Relations Strategy, Action Plan and Associated Products**

Dear Ms. DeVaul,

We are pleased to propose fulfilling the above-mentioned project utilizing our experience in public relations, media and marketing as relates to conservation and wild life, and strengthening positive interactions between government, stakeholders and the media.

RS
RIF
16 PPS

Your colleagues in the US Forest Service, we hope, will appreciate our strong starting position to address their particular challenges. We will draw upon our recent work to help the California Department of Fish and Game address divergent stakeholder perceptions, as well as before that, guidance and writing for State Parks, and even our prior cross-cultural communications and public education work for the United Nations in forestry and watershed management.

Submitter
Notice
16 PPS

Clarity characterizes us – we convey technical concepts in ways appreciable by laypersons, using professional public relations methods and products.

Finally, we believe that 1) our proximity in San Francisco and ability to act quickly, 2) our experience as a Federal contractor (presently under contract with the USDA National Agricultural Library for stakeholder research), and 3) our capability to provide the full menu of marketing, public relations, media production (writing, photo, video, web etc.) and marketing research, make us a high value service provider for you.

Enclosed you will find information in the form which you specifically requested, as well as additional information and examples of actions and products created by us in the course of our work for others. More may be seen on our website at www.owcom.com

Please know that we are happy to meet and answer any questions. I would be grateful to know that you have received our submission.

Yours sincerely,

Jonathan Villet
President & Director, Strategic Marketing

Enclosures



OneWorld Communications, Inc.

Services

GSA Federal Supply Service Schedule 738-I
Marketing, Media and Public Information Services
(Contracts GS-23F-0383K & 0384K)

Special Item Numbers (SIN):

SIN 738-8 FULL SERVICE MARKETING, MEDIA, AND PUBLIC INFORMATION SERVICES

OneWorld Communications provides the full range and all phases, as required, from conceptualization to execution of marketing, media, and public information services. This includes the broad range of services required by Government agencies for short and long term integrated marketing campaigns, and smaller individual projects.

OneWorld Communications creates solutions using strategically targeted marketing tactics which may include media plans and creative multimedia execution of campaigns or smaller projects using the following types of services, but not limited to: radio, television, outdoor advertising, web site and commercial art/graphic design, photography, trade shows/exhibits and conference and events planning, direct mail, market research, press and public relations, and videotape and film production, web sites, including new technologies such as interactive video on the Internet.

SIN 738-1 MARKET RESEARCH, MEDIA ANALYSIS AND RELATED SERVICES

OneWorld Communications reviews, revises and/or develops as required customized strategic marketing plans that will formulate short and long-range goals to increase public awareness of products, services, and issues. OneWorld Communications shall identify the best target audience and or work with a target audience indicated, establish measurable marketing objectives, determine market trends and conditions, identify appropriate strategies and recommend tactics to meet those objectives. Market trends and analysis may be required, additionally other types of services such as conducting focus groups, telemarketing, individual interviews, preparing/distributing /conducting surveys, Internet-based surveys, and compiling/analyzing results may be required, but are not limited to these services. Call centers, may be required. Call centers provide information to the public via inbound toll-free telephone service, and or provides outbound telemarketing services. Research, analysis, recommendation and purchase of media vehicles (print, radio, television, outdoor, transportation, Internet and others) to best meet advertising objectives is provided.

SIN 738-4 PRESS AND PUBLIC RELATIONS SERVICES

OneWorld Communications provides customized media and public relation services to include the development of media messages and strategies. OneWorld Communications shall additionally research and recommend media sources for placement of campaigns. OneWorld Communications shall prepare media materials including but not limited to background materials, press releases, media alerts, speeches and presentations, and press kits. OneWorld Communications shall execute media programs that may include but are not limited to press conferences, distribution of press materials, scheduling broadcast and/or print interviews, assisting customers in communicating with and responding to the inquiries of journalists, and media buying services.

SIN 738-5 PUBLIC EDUCATION AND OUTDOOR MARKETING AND MEDIA SERVICES

OneWorld Communications provides services that promote public awareness and public education of Government programs and services; and provide outdoor marketing services that will promote agencies' marketing, media, and public information efforts. Types of services include but are not limited to; pamphlets, magazines, booklets, brochures, leaflets, newsletters, newspaper advertisements, catalogs and electronic Internet-based materials. OneWorld Communications may construct, repair and maintain displays. Types of services may include but are not limited to painted and/or electronic displays, posters, billboards, banners, bulletins, tear cards, balloons, skywriting, and bumper stickers. Novelty items such as key chains are also included and other miscellaneous business services not elsewhere classified. Sites and locations may include but are not limited to all manner of transit such as buses to include exterior and interior panels, train and subway stations, taxi tops, truck trailers, airport displays and kiosks, and also Internet / Web presentations / displays.

SIN 738-6 RADIO, TELEVISION, AND PUBLIC SERVICE ANNOUNCEMENTS SERVICES

OneWorld Communications provides radio, television and public service announcements (PSAs) in order to promote public awareness and/or prepare the consumer market for a product or service. Types of services may include but are not limited to the development of radio and television announcements, creative development of draft scripts and storyboards, TV monitoring, paid advertising, media buying, news clipping services, video streaming on the Internet / web sites, and ad tracking services.

SIN 738-10 COMMERCIAL PHOTOGRAPHY SERVICES

OneWorld Communications provides photography services for commercial advertisements and/or illustrations that will appear in books, magazines, multi-media and audio-visual programs, displays, web sites and/or other vehicles. This may include black and white, color and digital photography. Types of services may include but are not limited to aerial photography, still photographs/field and studio photography. Also, it may include related services such as photo editing, high resolution scans and electronic file preparation for web sites.

SIN 738-11 COMMERCIAL ART AND GRAPHIC DESIGN SERVICES

OneWorld Communications provides commercial art (custom or stock), graphic design, and special effects that educate the consumer market about a product or service. OneWorld Communications may also update, rewrite and/or edit materials and products. Types of services may include but are not limited to developing conceptual design and layouts, sketches, drawings, publication designs, typographic layouts, and artwork including electronic artwork and web sites.

SIN 738-12 VIDEO TAPE AND FILM PRODUCTION SERVICES

OneWorld Communications provides videotape and film production services in order to inform the public and Government agencies about the latest products, services, and/or issues. Videotape and film production includes but is not limited to writing, directing, shooting, arranging for talent, narration, music and sound effects, duplication, distribution, video scoring and editing. The required formats in which to film or duplicate may include but are not limited to 16mm film, 35mm film, Betacam, Digital Beta, DV, CD-ROM, DVD, VHS, Internet video streaming, and video combined with power point style presentations of text and images for access at web sites on the Internet. OneWorld Communications may film in studios, on location, live shows, or events.

Customer references available on request.

See Work Examples on our web site www.owcom.com

Point of Contact: Jonathan Villet

OneWorld Communications, Inc

1874 Fell Street, San Francisco, CA 94117

Tel. (415) 668-1935 Fax. (415) 668-1932

Email oneworld@owcom.com

Website www.owcom.com

DUNS No. 058838892

A Small Business

OneWorld Communications, Inc.

1874 Fell Street, San Francisco, CA 94117

Tel: 415.668.1935

Fax: 415.668.1932

www.owcom.com



OneWorld Communications, Inc.

Capability Statement

We are qualified as a full-service marketing-communications, media production and public relations firm. Based in San Francisco, California, we also have extensive international experience.

We create strategy-based programs and also fulfill components of such programs, including:

- market research (qualitative and quantitative)
- strategic marketing planning, corporate identity, positioning, branding
- media production
 - video and audio, audio-visuals, TV and radio spots
 - graphic-designed publications / logos / outdoor materials & printing
 - photography
 - Web-materials / sites / video streaming
- advertising
- mass media research, analysis & buying
- public relations, media contact, publicity
- consumer / client response tracking, results evaluation.

Specialization

We assist public service organizations such as government agencies and departments, non-profit and international organizations and commercial firms assisting such organizations.

We have undertaken technical subjects in numerous fields, each time becoming sufficiently knowledgeable to allow high-quality outputs useful to both experts and the mass public. These subjects have included:

Aging, agriculture, B2B, automotive, child support and adoption, community participation, conservation, cross-cultural communication, disabilities, disease eradication, education and training, the environment, food, forestry, gender, health, human resources, justice, law, land use, livestock, marine clean-up, medical research, mining, nutrition, real estate, reproductive health, rural development, seniors, social and developmental services, telecommunications, wildlife protection, and others.

Our client list is on page 4. Examples of our work may be seen at:

www.owcom.com

Government Contracts

We hold the following government "multiple awards" contracts, as a preferred supplier of designated services for which our technical, administrative and financial capability has been evaluated and approved, and our pricing judged as reasonable, by government:

U.S. General Services Administration, Federal Supply Service Schedule 738-I "Marketing, Media and Public Information Services" for:

- Full Service Marketing, Media and Public Information Services
- Market Research, Media Analysis And Related Services
- Videotape And Film Production Services
- Public Education And Outdoor Marketing And Media Services
- Radio, Television And Public Service Announcements Services
- Commercial Art And Graphic Design Services
- Press And Public Relations Services
- Commercial Photography Services

*Contracts GS-23F-0383K and GS-23F-0384K Effective dates: Aug '00 – July '05
Reference: Marion Williams , Tel 703-305-6906; marion.williams@gsa.gov*

State of California, Department of General Services

California Multiple Awards Schedule (CMAS) Contract 4-02-03-0026A

Full Service Marketing, Media and Public Information Services Reference:

Reference: *Elaine Hall, DGS Contracts, (916) 375-4378, elaine.hall@dgs.ca.gov*

Business and Management Consulting Services Master Agreement

- Market & Public Relations Plans Analysis and Development
- Marketing and Research Surveys
- Multi-media Production Services

Master Services Agreement No. 5-00-99-53. 10/15/00 – 10/31/04

Reference: Pam Robison, DGS Contracts, 916-445-8260; probison@dgs.ca.gov

Dun & Bradstreet – Past Performance Evaluation

This independent survey of twenty of our customer references required for our Federal contract resulted in a high "1.28" average rating on a scale of 1 (highest/best) to 5 (worst) for all categories: Problem Responsiveness, Quality, Total Cost, Technical, Timeliness, and Attitude. This report is either attached here or can be sent on request.

Company Structure & Personnel

Our central staff of six persons including the corporate officers (Jonathan Villet and Fiona McDougall) are assisted by a core group of a dozen Team Associates, with whom agreements have been established in order to provide the full menu of expertise needed by customers. Team members typically have professional experience of 10 – 20+ years each. Other specialists are retained as needed. OneWorld Communications maintains full responsibility for project management, delivery, deadlines and quality control. We are a Small Business, incorporated in 1994.

OneWorld Communications, Inc.**Company information**

Business size	Small
California Corporation number Date incorporated	1834531 July 1, 1994
Dun & Bradstreet (DUNS) No.	05-883-8892
Federal EIN	94-3205791
U.S. General Services Administration Federal Supply Services Schedule 738-I Marketing, Media and Public Information Services Contracts	GS-23F-0383K (SINs 738-1, 4, 5, 6, 8, 11, 12). GS-23F-0384K (SIN 738-10) Period: 08/14/2000 – 07/31/2005
State of California Department of General Services Business and Management Consulting Services Master Agreement	No. 5-00-99-53 (All Marketing Services) Period: 10/15/2000 - 10/31/2004
CMAS – California Multiple Awards Schedule	No. 4-02-03-0026A – Full Service Marketing, Media and Public Information Services Effective to 7/31/2005
Federal Department of Defense Central Contractor Registration (TPIN)	1999D-----
GSA Advantage! & Federal Small Business Administration PRO-NET Registered	“OneWorld Communications”
California Small Business Certification	0018824
San Francisco Business Registration No.	932048
Bank	Wells Fargo Bank, 1160 Grant Avenue San Francisco, CA 94133 Attn: Florence Chan, Manager
Credit cards accepted	VISA & MasterCard
Corporation President and POC	Jonathan Villet
Point of Contact information	Tel: (415) 668-1935 Fax: (415) 668-1932 e-mail: oneworld@owcom.com Website: www.owcom.com 1874 Fell Street, San Francisco, CA 94117

Firm's Clients / Experience includes:

- **U.S. General Services Administration, Region 9 Federal Supply Service & Property Disposal Division:** Message strategy, advertising, video production, photography
- **U.S. GSA – National Fleet Vehicle Remarketing Program:** market research, strategy, website, media
- **U.S. Department of Agriculture, Food Stamp Nutrition Connection:** marketing research – focus groups
- **US Army Corps of Engineers:** Video production
- **Council On Aging – Silicon Valley:** Market research, identity, branding, graphic design, brochure / publication planning and production, public relations, web-site
- **CA State Personnel Board:** Marketing research and strategy
- **CA Deaf and Disabled Telecommunications Program, California Telephone Access Program, California Relay Service, Dial 7-1-1:** Marketing communications, advertising campaigns (TV, print, outdoor), annual reports, public relations, news conferences, events, market research
- **CA Department of Fish and Game – Rare and Endangered Species Protection Program, “Keep Me Wild” Campaign:** Advertising campaign: logo, TV spots, radio, print, billboard, poster, public relations
- **Food and Agriculture Organization of the United Nations:** Project management, marketing / participatory communication strategy, grant writing and negotiation, multi-media production, press information coordination, training, images for permanent library collection
- **Tulare County Department of Child Support Services:** Strategic planning, market/organizational research, media production (project in progress)
- **California Academy of Family Physicians:** Marketing research - survey
- **National Industries for the Blind:** Advertising campaign strategy and media preparation
- **United Nations Development Fund for Women:** Brochure, Christmas card, press kit folder, images
- **Adopt A Special Kid (AASK):** Market research, marketing plan, advertising / advocacy / PR planning
- **CA Parks and Recreation, Off Highway Vehicle Program:** Public relations advice and writing
- **The Southern African Development Community:** Through a UN project, established the Center of Communication for Development in Harare: strategy, management, marketing, media production, training.
- **The San Francisco Food Bank:** Newsletter Editorial Design and text, reader research
- **CA - The Judicial Council of California (Administrative Office of the Courts):** Video program
- **The Kellogg Foundation:** Original images for annual report
- **Organization of African Unity, Inter-African Bureau for Animal Resources (OAU/IBAR):** Communication campaigns for 34-country disease eradication program through FAO United Nations
- **International Labour Organization, UN:** Images, design supervision of collateral - booklet and report
- **International Conference on Nutrition (World Health Organization & FAO):** Coordinated information logistics (press); scripted Video Wall
- **Center for Women's Global Leadership:** Image for poster
- **The Ford Foundation:** Original images for publications
- **International Committee of the Red Cross:** Original images for publications
- **United Nations High Commission for Refugees:** Original images for publications
- **World Food Program (WFP):** Original images for publications
- **BHP Mining Company:** Photo library and images
- **University of California at San Francisco:** Images for publications
- **International Institute of Tropical Agriculture:** Script for institutional audio-visual, photo library
- **Delta Gold Mining Company, Zimbabwe:** Images for annual report
- **Ameriphone, Inc.:** Video script, instructional manual text
- **The New York Times:** Original photographs (nominated OWC staff member for the Pulitzer Prize, 1993)

Customer references available on request.



OneWorld Communications, Inc.

Quotation for

Sierra Nevada Framework

**Media Relations Strategy, Action Plan,
and Associated Products**

RFQ-04-20-002

October 10, 2003

*RIF
Submitted
10/10/03
8:45*

To: Ms. Deborah DeVaul
USDA Forest Service
1323 Club Drive
Vallejo, CA 94592
707-562-8784

From: Jonathan Villet 10/10/03
Jonathan Villet, President Date
OneWorld Communications, Inc.

We are a certified Small Business.

Contents:

Requested Information for RFQ-04-20-002:

Organizational Experience

Recent Experience:

KMW

CTAP

Other relevant

Key Personnel

Hourly Rates for Selected Job Categories

Additional Information:

Capability Statement

Customer References

Services

Skill Category Descriptions and Rates

Sample Materials:

KMW video

Taking The High Road

United Nations Media Materials About Forestry and Conservation

Brochures:

Keep Me Wild™

California Telephone Access Program "Amazing Phones"

California Relay Service "Dial 7-1-1"

GSA Fleet

Market Research

Photography

TV, Video and Internet

Public Relations and Branding for DDTP

Branding and Organizational Strategy for Council on Aging

GSA Schedule Price List

Organizational Experience

OneWorld Communications, Inc., incorporated in 1994, is a full service marketing-communications, marketing research, media production, advertising and public relations firm. Based in San Francisco, California, we work locally and nationally, and our managing partners have worked internationally for the United Nations in cross-cultural communications and campaigns. We are a GSA Schedule 738-I Contractor and a CA State multiple awards contractor for these services.

We create marketing strategies and plans including the development of communication objectives, organizational identity / branding / positioning, media messages (often translating technical language for the media / public), complete multi-media and public relations campaigns and / or specific actions for target audiences including recommendations and purchase of media sources for placement of campaigns, strengthening public relations by preparing background materials, press releases, speeches and presentations, and press kits; and executing media programs that may include press conferences, publicity events, stakeholder participation and dialogue opportunities, distribution of press materials, and obtaining broadcast and/or print interviews. We also provide media training and press clipping services. To help develop these strategies and to evaluate their impact, as needed, we provide marketing research such as interviews, focus groups and surveys. To convey messages to groups or mass audiences, we provide advertising and training materials, by means of media production including copywriting, graphic design, photography, video, radio and TV spot production, Web-based materials, and printing.

We absorb the wide range of technical subjects quickly, as evidenced by the work we have produced for the following topics: aging, **agriculture**, B2B, automotive, child support and adoption, **community participation**, **conservation**, **cross-cultural communication**, disabilities, disease eradication, education and training, **the environment**, food, **forestry**, gender, health, human resources, justice, law, **land use**, livestock, marine clean-up, medical research, mining, nutrition, real estate, reproductive health, **rural development**, seniors, social and developmental services, telecommunications, **wildlife protection**, and others.

Our relevance to your project

You will have the full menu of marketing and public relations skills and options available to you - locally, allowing focused and timely action. We are already familiar with general issues of land use, forestry, community participation, and cross-cultural communication, and can quickly absorb your details. As described in our **Recent Experiences**, following pages, we bring creative and professional solutions to situations, which are sensitive due to a complex mixture of people's perceptions, culture, history, and political agendas. Clarity of information, creatively presented for specific target audiences, and finding ways for stakeholders to have a stake in the outcome, have been successful methods we will bring and adapt for you.

*Can't use
Ex 5 - shared
w/ CA Dept
F&G*

agree - present problem
the education

Keep Me Wild™ Campaign for the California Department of Fish and Game

The California Department of Fish and Game (DFG) faced a growing problem with bears, coyotes, deer, and mountain lions causing damage to property and threats to human safety, after being attracted and habituated to human food and garbage. The issue was exacerbated by several "interest groups" which argued that the DFG was handling animal-human conflicts incorrectly. *bring along, but not decision*

OneWorld Communications (OWC) was hired to create a new strategy and action plan. We clarified the objectives of the campaign: to reduce human and wildlife conflicts, to increase public awareness that allowing wild animals access to human food and garbage is harmful to all, and to unify support of various constituencies with divergent views about wild animal/human interaction issues.

OWC conducted a workshop with statewide DFG personnel in which they were asked to role-play all of the key stakeholders. In addition to providing information to OWC, the workshop broadened the perspective of DFG staff involved with the stakeholders. OWC also traveled to interview and research attitudes amongst constituents in the field, to test new slogan and logo ideas, and to establish "buy in."

OWC reviewed DFG's technical terminology and developed language to more quickly communicate the essence of the DFG's message to the public. OWC originated the slogan "Keep Me Wild™" which is a positive broad-based message appealing to the public and divergent environmental groups. We then developed a core communications kit of materials – a logo, a web site, a brochure, four posters, bumper stickers, a banner, placards, and newspaper, billboard, and radio advertisements. (Please see the enclosed brochure.)

OWC then researched and executed a media campaign of billboards, paid radio and PSAs, and newspaper ads. Finally, OWC created a media kit containing a press release, a backgrounder with key facts and messages, maps, and charts, and helped to organize an event and invited constituents to launch the campaign and garner "free" broadcast and news coverage.

The results included extremely positive and thorough broadcast news coverage on six TV stations and numerous newspaper articles in California and Nevada. (Please see the enclosed video.)

The public was informed in key "hot spots" of wildlife/human interactions (such as the Lake Tahoe basin), and several other organizations supported, utilized, and expanded the "Keep Me Wild™" campaign locally and statewide.

The project began in July 2002 and the launch date was May 20, 2003. OneWorld Communications was the prime contractor. The amount of the contract was \$100,000. Printing of brochures, posters, and bumper stickers was handled under separate budgets. The total for the project was \$118,480.

Reference:

Lorna Bernard, (916) 653-0991, lbernard@dfg.ca.gov
CA Department of Fish and Game - Keep Me Wild™ campaign and also Endangered Species and Protection Program – Tax Form, Line 54 Contributions
(We provided statewide advertising campaigns including creating a strategy, slogan, logo, video / TV spots, radio scripts, newspaper ads and making public service airtime solicitations.)

*Very pleased
Very responsive*

*• take time to bring up to speed
= nat. resource = time*

*• Better way to communicate how
public sees: wildlife vs scientist*

fresh proposal

*animal
"H"*

OneWorld Communications

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Tel: 415.668.1935

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www.owcom.com

*• personal rel at one wild vs profes - we know best
• how insensitive you look to public*

“Amazing Phones” campaign for the California Public Utilities Commission (CPUC)

The California Telephone Access Program (CTAP) of the Deaf and Disabled Telecommunications Program and the CPUC is mandated to provide specialized telephones to the approximately four million Californians with qualifying disabilities. Only about four hundred thousand are currently using them. Many people of various ethnic communities, particularly those who lose their hearing later in life, are unaware of the program or are in denial about their need.

OneWorld Communications (OWC) and CTAP staff determined the following objectives: to acquire new customers for California Telephone Access Program more rapidly, to attract English and Spanish-language speakers and various other ethnic groups, and to develop a “call to action” for consumers to call the CTAP Call Center for an application form or visit local “walk-in” centers for guidance.

OWC created customer-oriented messages with clear calls to action that encourage inquiries and overcome suspicion of scams and user self-denial of need for equipment. The messages are designed to appeal to family members and friends and also members of key ethnic / demographic / disability groups, English and Spanish language communities, African American, Asian, Caucasian, Hispanic, senior, youth, hearing-impaired, deaf, and mobility impaired.

OWC conducted a series of short but intensive campaigns in both metropolitan and rural areas, aimed at gaining high exposure rates to target audiences. We negotiated public service advertising rates and donations. (For example, OWC obtained free transportation advertising space worth \$360,000 in the Los Angeles market, and large discounts in other media.) The multi-media mix multiplied attention through simultaneous use of reinforcing media: newspaper, radio (60 second spots on News/Talk stations), websites, and bus shelters, and public relations activities including English and Spanish radio interviews. We obtained public relations, radio interview programs on several stations at no cost.

The Los Angeles campaign, for example, attracted 18,000 new customers to the CTAP Call Center in a little over three weeks. An 863% increase in the rate of new customer acquisition was achieved, and at the Riverside Service Center, walk-in customers increased 400% during the campaign. The campaign was repeated in San Francisco and Fresno a few months later and similar results were achieved.

The Los Angeles area CTAP campaign planning began in late October, 2002. Major advertising was executed in January 2003. OneWorld Communications was the prime contractor. The project was produced within the total estimated budget of \$713,584.

References

California Telephone Access Program and California Relay Service / “Dial 7-1-1”, of the Deaf and Disabled Telecommunications Program (DDTP)

- Barbara Bianchi Kai, Marketing Manager: (510) 302-1100 x 157 bbkai@ddtp.org
- Ms. Shelley Bergum, Executive Director: (510) 302-1100 x 104 sbergum@ddtp.org
(we provide marketing communications strategy, advertising campaigns, annual report and newsletters creation, public relations events, event booths and displays, various media production projects including TV/video PSA spots, outdoor / transportation advertising)

Additional Relevant Projects

CA Department of Parks and Recreation, Off Highway Motor Vehicle Recreation (OHMVR) Division Public Relations Message - We assisted strategically for the imminent publication of the OHMVR's main public document in several years (a sort of multi-year "annual report"), Taking the High Road. This document needed to promote OHMVR'S purpose and accomplishments, in order to renew OHMVR's legislative mandate, and respond to a public debate about land use among off-highway vehicle enthusiasts and conservation groups. We rewrote key elements of this document, and restructured text right before publication, even though state staff had been working for more than a year on the document. Our work entailed carrying out background research with conservation groups to understand their perspective, reviewing the state's material, and finding creative ways to make their information clearer, more responsive and interesting for the lay reader. The book was published early in 2002. We also created a new database of environmental groups, and a compendium of relevant articles by them and other publications.

Reference: Laura Wagner, (916) 653-0713 Lwagn@parks.ca.gov
(Now she is Manager, CA State Parks Store)

US Environmental Protection Program (EPA) – Office of Water

Media contact - Researched and disseminated to Op-Ed editors of newspapers of at least 50,000 circulation nationwide a news release about the invasion of Asian Carp and other exotic species. Provided editorial advice on release, made follow-up calls.

Reference: Pamela Grant, (202) 564-5777: grant.pamela@epa.gov

USDA – National Agriculture Library, Food Stamp Nutrition Connection

Market research - Focus groups with stakeholder nutrition educators about perceptions of the FSNC and needs for training materials

Reference: Amelia Peterson-Dozier, (301) 504-5039: adozier@nal.usda.gov

US GSA – Federal Supply Service and University of California at San Francisco

Media coverage on Navajo Reservation, Tuba City Arizona - Carried out photography coverage of the work UCSF doctors have been doing with the Navajos to save Navajo children born with a rare immune disorder. For UCSF Magazine cover story "Coralling SCIDA", published May 2003. Also carried out photography and video production to illustrate FSS work on tribal lands in Arizona.

References: Jeff Miller, (415) 476-8299: jmiller@pubaff.ucsf.edu
Ken Altshuler, (415) 522-2780: ken.altshuler@gsa.gov
Drew Jack, (619) 235-4785; Drew.Jack@gsa.gov

CA – California Relay Service of the Deaf and Disabled Telecommunications

Public relations launch event – Created and executed a highly successful media event to promote "Dial 7-1-1" - Arranged for S. F. mayor Willie Brown, to make the first 7-1-1 call in California to Academy Award winning deaf actress Marlee Matlin in Los Angeles. OWC contacted the media with press releases and phone calls. The event received major coverage on TV, radio and newspaper in California, and was reported internationally on CNN and the International Tribune.

References: Barbara Bianchi Kai, (510) 302-1100 x 157 bbkai@ddtp.org
Shelley Bergum, (510) 302-1100 x 104 sbergum@ddtp.org

Summary of Qualifications of Selected Staff & Contractors

Jonathan Villet - Managing Partner / Strategic Marketing and Public Relations

Jonathan develops and manages all areas of marketing communications and is Point Of Contact for government agencies. He brings 25 years experience including strategic planning, copywriting, creative direction, public relations, cross-cultural communications, and market research and evaluation. In addition to his US-based work, he served as Communications Producer and Project Director for the U.N. Food and Agriculture Organization, in Italy and regional Africa. He produced numerous audio visual programs on forestry and forestry related subjects, among other projects.

Fiona McDougall - Managing Partner / Creative Director, Photojournalist

Fiona has had 20 years international experience in photojournalism, editorial and corporate photography, editing and production of publications. She is a Pulitzer Nominee by The New York Times for feature Photography. She handles communications strategy, media production management, oversees and coordinates design, budgets, deadlines, and print production.

Mark Allen - Account Executive, Video Producer & Director

Mark has over 20 years experience in marketing related management and film and video production. His video work includes marketing and public relations programs for corporations, government, trade and non-profit associations, and issue-oriented programs for national broadcast. He has won a CINE Golden Eagle, among other awards. As Account Executive, he manages marketing, market research and public relations.

Barbara Koeth - Public Relations, Editorial Writer

Barbara researches, strategizes, and writes public relations materials, press kits, feature articles, newsletters, brochures, web pages, and annual reports for audiences ranging from top management to stakeholders and other specific groups. Particularly skilled at explaining complicated or sensitive information, she writes with a crisp, clear and engaging style. She also advises on targeting specific media, and respective journalists and broadcast producers.

Edward Flesch - Market Research Director

Ed has had considerable hands-on and management experience in *all* aspects of marketing research, and with the marketing-related application of research results. He was formerly Director of the Values and Lifestyles (VALS™) Program at SRI International, he was Director, Marketing Research Services, Drackett Division of Bristol-Myers Squibb, and prior to that, held marketing research management positions at Procter & Gamble. He is highly skilled in both qualitative research (e.g. focus groups, interviews) and quantitative research (e.g. surveys).

Glenn Randle – Designer

Glenn consistently delivers innovative print and digital solutions to meet the unique needs of our clients. Involved from conceptualization, art direction, and design to production, photography, and illustration, he successfully addresses aesthetic tastes, technological issues, and psychological concerns, while never losing sight of the client's simpler goal - to clearly communicate an idea to a target audience.

Roger Burgner - Production Artist

Roger's experience encompasses the design process from sketching and refining ideas through production using a variety of graphic arts programs including Photoshop, QuarkXpress, Illustrator, PageMaker, Freehand, and CorelDraw. He has hands-on experience in digital printing and imaging on a variety of CMYK and RGB devices and the ability to work closely with customers and vendors to resolve technical issues.

As needed, we may draw from other staff to meet your needs.

Hourly Rates for Selected Skill Categories

The table below is excerpted from our GSA Contract GS-23F-0383K, as categories of skills that we expect will be required for the Sierra Nevada Framework project.

Please note that in some cases, Level I staff (highest experience) may be billed to customers at the lower Level II pricing, for the purposes of introducing our services to new customers, or for repeat task orders, at the discretion of our firm.

As the project is defined, OWC discusses with clients the estimated hours required to accomplish specific tasks. We then operate within the framework of the estimate to complete tasks successfully, on time and on budget. For project management, strategy, and planning purposes, a pre-agreed envelop or "not to exceed" amount is often employed.

<u>Skill Categories</u>	<u>GSA Hourly Rates</u>
Public Relations/Media Relations I / Project Management II	155.45
Public Relations /Media Relations II	129.62
Project Management III	89.87
Qualitative Marketing Research II	216.03
Copy-writing II	172.82
Copy-writing / Research III	115.79
Media Production III	115.79
Graphic Design II	129.62
Graphic Design III	89.87
Media Research III	112.33
Media Research IV	70.86

Other skill categories to be used as needed.

Please see the published Skill Category Descriptions and Rates (enclosed) for further information.



Jonathan Villet
<Jonathan.Villet@owc
om.com>

10/10/2003 04:49 PM

To: Deborah Devaull <ddevaull@fs.fed.us>
cc:
Subject: Re: RFQ-04-20-002 - Media Relations Strategy, Action Plan and
Associated Products

RIF
2 pgs

Dear Deborah,

We are pleased to make a quotation in response to the above-mentioned RFQ.

Attached please find our Standard Form 18 (filled), cover letter, and quote.

Mentioned in our quote is a list of "Additional Information" intended to assist the evaluating committee to better understand our capabilities, which we are sending under separate cover by FedEx, examples of our marketing and public relations work for other customers (audio visuals, design), a capability statement, detailed description of services, and other information.

I would be grateful to know that you received and could open the attachments to this email, and eventually, that you also received the FedEx.

Thank you for this opportunity to make a proposal. We are happy to answer any questions or even meet with you in Vallejo, without any cost or obligation.

If selected, we look forward to achieving the success of this project for the Forestry Service.

Yours sincerely,

Jonathan Villet
OneWorld Communications, Inc.
Public Service Marketing, Advertising, Media Production and Public Relations
Web: www.owcom.com

1874 Fell Street
San Francisco, CA 94117

Email: Jonathan.Villet@owcom.com
Tel: (415) 668-1935
Fax: (415) 668-1932

*GSA Marketing, Media and Public Information Schedule 738-I Contracts GS-23F-0383K &
GS-23F-0384K*

At 04:50 PM Thursday 10/9/2003, you wrote:

A question has been raised on how to bid quote. Please bid on a hourly rate. Note timing frame October 15 - November 28, 2003.

Here's a RFQ if interested please respond by the closing date. Thanks, Deb

(See attached file: sf-18.rtf - Sierra Nevada.rtf)(See attached file: Sierra Nevada SOW.doc)(See attached file: Svc.rtf CONTRACT.rtf)

USDA Forest Service
Deborah DeVaul
Contracting Officer
Acquisition Management Staff
1323 Club Drive
Vallejo, CA 94592
E-Mail - DDeVaul@fs.fed.us
Voice #707-562-8784 - Fax #707-562-9056



OWC-Coverletter.pd OWC-Proposal-RFQ-04-20-002. OWC-sf-18.rtf - Sierra Nevada Filled

1. REQUEST NO. RFQ-04-20-002	2. DATE ISSUED 10-07-2003	3. REQUISITION/PURCHASE REQUEST NO. Sierra Nevada Framework	4. CERT. FOR NAT.DEF. UNDER BDSA REG. 2 AND/OR DMS REG. 1 ▶	RATING N/A
--	-------------------------------------	---	---	----------------------

5a. ISSUED BY USDA Forest Service, 1323 CLUB DRIVE, VALLEJO, CA 94592	6. DELIVER BY (Date) November 28, 2003
---	--

5b. FOR INFORMATION CALL (NO COLLECT CALLS)		7. DELIVERY 11-28-2003	<input type="checkbox"/>	FOB DESTINATION	<input checked="" type="checkbox"/>	OTHER (See Schedule)
NAME Deborah DeVaul	TELEPHONE NUMBER AREA CODE 707 NUMBER 562-8784	9. DESTINATION a. NAME OF CONSIGNEE				

8. TO:		b. STREET ADDRESS			
a. NAME		b. COMPANY			
c. STREET ADDRESS		c. CITY			
d. CITY		e. STATE		f. ZIP CODE	
		d. STATE		e. ZIP CODE	

10. PLEASE FURNISH QUOTATIONS TO THE ISSUING OFFICE IN BLOCK 5A ON OR BEFORE CLOSE OF BUSINESS Tuesday, October 14, 2003	IMPORTANT: This is a request for information, and quotations furnished are not offers. If you are unable to quote, please so indicate on this form and return it to the address in BLOCK 5A. This request does not commit the Government to pay any costs incurred in the preparation of the submission of this quotation or to contract for supplies or services. Supplies are of domestic origin unless otherwise indicated by quoter. Any representations and/or certifications attached to this Request for Quotations must be completed by the quoter.
--	---

11. SCHEDULE (Include applicable Federal, State and local taxes)

ITEM NO. (a)	SUPPLIES/SERVICES (b)	QUANTITY (c)	UNIT (d)	UNIT PRICE (e)	AMOUNT (f)
01	MEDIA RELATIONS STRATEGY, ACTION PLAN AND ASSOCIATED PRODUCTS. THIS IS A REQUEST FOR QUOTATION ONLY. ANY WORK RESULTING FROM THIS RFQ WILL BE COVERED BY A PURCHASE ORDER. QUOTES CAN BE E-MAILED TO: ddevaul@fs.fed.us or faxed to 707-562-9056 AWARD WILL BE MADE ON PRICE, OTHER FACTORS AND EVALUATION IN THE STATEMENT OF WORK.				

PLEASE SEE ATTACHMENTS FOR RATES AND SPECIFICATIONS

sent submitter notice RE: RF

12. DISCOUNT FOR PROMPT PAYMENT ▶	a. 10 CALENDAR DAYS (%)	b. 20 CALENDAR DAYS	c. 30 CALENDAR DAYS	d. CALENDAR DAYS
				NUMBER PERCENTAGE

NOTE: Additional provisions and representations are are not attached.

13. NAME AND ADDRESS OF QUOTER			14. SIGNATURE OF PERSON AUTHORIZED TO SIGN QUOTATION <i>Jonathan Villet</i>		15. DATE OF QUOTATION Oct. 10, 2003	
a. NAME OF QUOTER OneWorld Communications, Inc.			16. SIGNER a. NAME (Type or print) Jonathan Villet		b. TELEPHONE	
b. STREET ADDRESS 1874 Fell Street					AREA CODE 415	
c. COUNTY San Francisco			c. TITLE (Type or Print) President		NUMBER 668-1935	
d. CITY San Francisco		e. STATE CA			f. ZIP CODE 94117	

RIF
3p95

Statement of Work For Sierra Nevada Framework Media Relations Strategy and Action Plan

Scope:

Sierra Nevada Forest Plan Amendment (SNFPA) Supplemental Final Environmental Impact Statement (FSEIS) and Record of Decision (ROD). These are scheduled to be released on November 21, 2003. This FSEIS and ROD amends the Land and Resource Management Plans for 11 National Forests in the Sierra Nevada Bioregion and encompasses approximately 11 million acres of public land. This decision was preceded by more than 10 years of regional planning efforts aimed at managing species and ecosystems of the Sierra Nevada Bioregion while reducing the wildfire threat to human communities, ecosystems and natural resources. Of more recent note is the report, "Sierra Nevada Forest Plan Amendment – Management Review and Recommendations" (March 2003) which set the stage for this subsequent NEPA analysis and the Draft Supplemental EIS (DSEIS, June 2003). A generally negative, distrustful tone has been established in the media and by some persuasive stakeholders following the release of these two documents.

Some of this information lacks context and scope and/or is a misrepresentation of the facts. Interest in this project is high, both nationally and locally. Stakeholders are highly polarized. Perceptions of risk and uncertainty drive the disagreements rather than technical or scientific data and information.

Project Objective: Create a favorable public atmosphere for the decision by presenting early and accurate messages and quick and direct responses to those who oppose the decision.

Products:

- 1) A marketing strategy and action plan which identifies the activities (and their objectives) to be undertaken with the media and stakeholders.
- 2) An information packet (exclusive of printing) containing key facts and messages, with an emphasis on visuals or other tools that helps to convey this information.
- 3) List of key audiences and activity-specific interactions.
- 4) Executive summary of FEIS/ROD
- 5) News Release
- 6) Organize briefings, meetings, or other events identified in the marketing action plan.

Parameters:

- 1) Work would be conducted between October 15, 2003 and November 28, 2003.
- 2) Work would be conducted in collaboration with the Interdisciplinary Team (IDT), IDT Team Leader and approved by the Program Manager.
- 3) Coordinate with R5 PAC staff to organize and facilitate briefings by Regional Forester and Project Manager for Forest Service, Department of Agriculture and other federal and state agencies in California and Washington D.C. Coordinate with R5 PAC staff to organize and facilitate news conferences, editorial board meetings or other events as appropriate to implement communication plan. Coordinate with Regional Office PAC staff to post appropriate information on the R5 SNFPA website.
- 4) Coordinate with R5 Tribal Relations Program Manager to consult with affected tribes.
- 5) Work must be completed (allowing time for any printing) by the scheduled release date.
- 6) On-site work in Vallejo or Sacramento will be necessary for a portion of the contract work.

Evaluation Criteria:

The Government will award the contract to the offeror whose offer represents the best value to the Government on the basis of: (1) the merits (price) of the offer; and (2) offeror's capability.

Capability: The Government will evaluate a firm's capability from narrative response(s) to the following criteria:

1. Organizational Experience – Provide information on organizational experience on the basis of its breadth, its depth and its relevance to the work that will be required under the prospective contract. Not to exceed one page.
2. Key Personnel – Provide a description of the experience and capability for each of the key personnel on your proposed project team. Descriptions shall address such items as the individual's background, education, work experience, and accomplishments. Not to exceed one page.
3. Recent Experience – Provide past performance of three relevant jobs within the last twelve months. Note, if you have been involved in only one project within the last twelve months, elaborate on it.

For each project, provide the following information (not to exceed one page per project):

- Briefly describe the project
- Provide dates of performance
- Indicate whether you were the prime or subcontractor
- Award amount of contract and if completed, the final amount
- Reference: Name of the firm or owner, name of the point of contact, address and phone number

RIF!
2p95

OneWorld Communications, Inc.

Twelve Customer References

Our customers are also listed both on our Web-site (owcom.com) and in our Capability Statement. Please feel free to ask any of them about our performance.

1. U.S. GSA - Federal Supply Service – Fleet Vehicle Sales
 - Rebecca Hood, Tel. (312) 886-8267, Rebecca.Hood@gsa.gov
 - Lander Allin, National Director, (703) 305-7057 Lander.Allin@gsa.gov
(we provide market research, marketing strategy, advertising, displays, booth, website design)
2. U.S. General Services Administration, Federal Supply Service, Marketing
 - Drew Jack, Marketing Communications Manager, Tel (619) 235-4785
Drew.Jack@gsa.gov
(we provide marketing communications / advertising strategy and implementation, display case design)
 - Ken Altshuler, Media Production, (415) 522-2780, ken.altshuler@gsa.gov
(we provide video production and photography)
3. U.S. General Services Administration, Property Disposal (Real Estate)
 - David Haase, Realty Officer, (415) 522-3426, david.haase@gsa.gov
Carol Arnold, (415) 522-343, Carol.Arnold@gsa.gov
(we provide advertising and media to promote public sales of Federal real estate)
4. U.S. Department of Agriculture, Food Stamp Nutrition Connection
 - Amelia Peterson-Dozier, Manager, Tel. (301) 504-5039,
adozier@nal.usda.gov
(we provide marketing research for training and communications materials)
5. U.S. Army Corps of Engineers
 - Cindy Fergus, Public Affairs Specialist, (415) 977-8659,
cfergus@spd.usace.army.mil
 - Michael A. Grebinski, Chief, Construction - Operations Division, (415) 977-8031
mgrebinski@spd.usace.army.mil
(we provided video production for the annual presentation to the Chief of the USACE in Washington DC)

6. CA Department of Fish and Game (Endangered Species and Protection Program – CA Tax Form, Line 54 Contributions; and Keep Me Wild™ campaign)
 - Lorna Bernard, (916) 653-0991, lbernard@dfg.ca.gov
(we provide statewide advertising campaigns including creating a strategy, slogan, logo, video / TV spots, radio scripts, newspaper ad and making public service airtime solicitations)

7. California Relay Service / “Dial 7-1-1”, California Telephone Access Program, of the Deaf and Disabled Telecommunications Program (DDTP)
 - Barbara Bianchi Kai , Marketing Manager (510) 302-1100 x 157
bbkai@ddtp.org
 - Ms. Shelley Bergum, Executive Director (510) 302-1100 x 104
sbergum@ddtp.org
(we provide marketing communications strategy, advertising campaigns, annual report and newsletters creation, public relations events, event booths and displays, various media production projects including TV/video PSA spots, outdoor / transportation advertising)

8. CA State Personnel Board
 - Evan Gerberding, (since moved to California Housing Finance Agency) Tel (916) 322-3991, EGerberding@CalHFA.ca.gov
(we provided marketing research - quantitative telephone survey design and execution - and marketing communications strategy)

9. The Judicial Council of California (Administrative Office of the Courts)
 - Ralph McMullen (415) 865-7766, Ralph.McMullan@jud.ca.gov
(we originated and produced a video program promoting jury duty, shown publicly through the CA court system)

10. Council On Aging - Silicon Valley (Santa Clara County)
 - Stephen Schmoll, Executive Director, (408) 296-8290 Sschmoll1@aol.com
(we provide marketing communications strategic planning, new organizational identity including organizational development, new web-site creation, publications / marketing / public relations materials)

11. University of California at San Francisco
 - Jeff Miller, Assistant Director, Public Affairs, (415) 476-8299, jeffm@itsa.ucsf.edu
(we provide photography for use in different media)

12. CA Department of Parks and Recreation, Off Highway Motor Vehicle Recreation (OHMVR) Division
 - Laura Wagner, Manager, (916) 653-0713, Lwagn@parks.ca.gov
(we provided public relations advice and editing of the organization's main public document; created a database; provided article archive)

See examples of our work at: www.owcom.com

FEDERAL SUPPLY SCHEDULE PRICE LIST

MARKETING, MEDIA AND PUBLIC INFORMATION SERVICES

RIF5p95

OneWorld Communications, Inc. - San Francisco

www.owcom.com

OneWorld Communications

is a full-service firm to achieve your marketing, media and public information objectives.

Ask for a project large or small. You'll benefit from our complete menu of expertise, creativity and all the powerful tools of our trade.

Count on Best Value from us. We specialize in:

- Assisting government and non-profits; Addressing unique western USA markets; Choosing from all the available tools to achieve your goal.

OneWorld Communications was incorporated in 1994. Our Managing Partners and Associates bring an average of 20 years of professional experience to your Task Order.

West Coast Expertise Our San Francisco location gives you better ability to address markets in the western USA.

Multi-cultural and International Expertise Our many years of international experience in Africa and other regions results in unique skills here at home.

Performance Evaluation by Dun & Bradstreet D & B's independent survey of our customers ranked our Timeliness, Problem Responsiveness, Quality, Total Cost, Technical and Attitude at an outstanding "1.28" score on a scale of 1 to 5. (Scale: 1 = Exceeds Expectations, 3 = Meets Expectations, 5 = Below Expectations). A report copy for our DUNs No. 05-883-8892 is available.

Clients & References GSA has performed a rigorous evaluation of our credentials and capability. You too are most welcome to check our extensive references and client list, read client letters of appreciation, and see our published work. Just ask.

Access us in the Federal Supply Service and GSA Advantage™ Ask us how to acquire our energy and expertise through this Schedule. See our Web site. Call today for a free and informal consultation.



FCXA-S7-990001-N

FSC Class: 738 Part I

Contract Numbers: GS-23F-0383K and GS-23F-0384K

Contract Period: August 14, 2000 through July 31, 2005

Contractor

OneWorld Communications, Inc. 1874 Fell Street San Francisco, CA 94117-2021 Tel. (415) 668-1935 Fax (415) 668-1932 Website: www.owcom.com Email: oneworld@owcom.com

ON OWC Website GSA Contract prices

Contract Administration Source:

Jonathan Villet 415-668-1935 jvillet@owcom.com

Business Size: Small business

GS-23F-0383K

FULL SERVICE MARKETING, MEDIA AND PUBLIC INFORMATION SERVICES

MARKET RESEARCH, MEDIA ANALYSIS AND RELATED SERVICES

PRESS AND PUBLIC RELATIONS SERVICES

PUBLIC EDUCATION AND OUTDOOR MARKETING AND MEDIA SERVICES

RADIO, TELEVISION, AND PUBLIC SERVICE ANNOUNCEMENTS SERVICES

COMMERCIAL ART AND GRAPHIC DESIGN SERVICES

VIDEO TAPE AND FILM PRODUCTION SERVICES

GS-23F-0384K

COMMERCIAL PHOTOGRAPHY SERVICES (SMALL BUSINESS SET-ASIDE)



OneWorld Communications, Inc. Tel: 415.668.1935

The Western USA Specialist for Public Service Marketing, Media and Public Information Services

CUSTOMER INFORMATION

1a. Table of Award Special Item Numbers (SINs)

► GS-23F-0383K

SIN 738-8

FULL SERVICE MARKETING, MEDIA AND PUBLIC INFORMATION SERVICES

SIN 738-1

MARKET RESEARCH, MEDIA ANALYSIS AND RELATED SERVICES

SIN 738-4

PRESS AND PUBLIC RELATIONS SERVICES

SIN 738-5

PUBLIC EDUCATION AND OUTDOOR MARKETING AND MEDIA SERVICES

SIN 738-6

RADIO, TELEVISION, AND PUBLIC SERVICE ANNOUNCEMENTS SERVICES

SIN 738-11

COMMERCIAL ART AND GRAPHIC DESIGN

SIN 738-12

VIDEO TAPE AND FILM PRODUCTION

► GS-23F-0384K

SIN 738-10

COMMERCIAL PHOTOGRAPHY SERVICES (SMALL BUSINESS SET-ASIDE)

- 1b. **Prices shown** in price list as net, all discounts deducted and valid for all areas worldwide.
2. **Maximum order:** \$1 million
3. **Minimum order:** \$100
4. **Geographic coverage** (delivery area): Worldwide
5. **Point of production:** San Francisco, California
6. **Statement of net price:** Prices shown in price list as net and are attached.
7. **Quantity discounts:** None
- 7a. **Media Buying Commissions:** OneWorld Communications, Inc. will not use for the Government the commercial practice of charging fifteen percent (15%) commission on media buys. OneWorld Communications, Inc. will charge the Government for services under labor categories needed in conjunction with media buys. Any commissions provided by the media placement will be returned to the ordering agency.
8. **Prompt payment terms:** None
- 9a. **and 9b. Government purchase cards:** OneWorld Communications, Inc. accepts

Government purchase cards and/or commercial credit cards both above and below the micro purchase threshold.

10. **Foreign items:** N/A
- 11a. **Time of delivery:** Will adhere to the delivery schedule as specified on agency's purchase order.
- 11b. **Expedited delivery:** Contact contractor for expedited delivery.
- 11c. **Overnight and 2nd day delivery:** Contact Contractor for rates for overnight and two-day delivery.
- 11d. **Urgent Requirements:** Contact Contractor for faster delivery or rush requirements.
12. **F.O.B. point:** Destination
13. **Ordering address:**
OneWorld Communications, Inc.
1874 Fell Street, San Francisco, CA 94117
Tel. (415) 668-1935, Fax (415) 668-1932
14. **Payment address:**
OneWorld Communications, Inc.
1874 Fell Street, San Francisco, CA 94117
Tel. (415) 668-1935, Fax (415) 668-1932
15. **Warranty provision:** The Contractor warrants and implies that the items delivered here under 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:** 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
21. **List of service and distribution points:** N/A
22. **List of participating dealers:** N/A
23. **Preventive maintenance:** N/A
24. **Year 2000 (Y2K) compliant:** Yes
25. **Environmental attributes:** N/A
26. **Data Universal Number System (DUNS) number:** 05-883-8892
27. **We are registered** in the Central Contractor Registration (CCR) database.

CONTRACT SERVICES RATES

Government Rate per hour (in dollars)	Labor/TaskCategory
\$259.23	Project Management I
155.54	Project management II
89.87	Project Management III
60.49	Project Management IV
224.67	Creative Direction I
172.82	Creative Direction II
115.79	Creative Direction III
259.23	Quantitative Research
259.23	Qualitative Research I
216.03	Qualitative Research II
138.26	Qualitative Research III
70.86	Qualitative Research IV
259.23	Marketing planning I
216.03	Marketing planning II
89.87	Marketing planning III
172.82	Media Research I
155.54	Media Research II
112.33	Media Research III
70.86	Media Research IV
224.67	Media Buying I
89.87	Media Buying II
70.86	Media Buying III
224.67	Media Production I
155.54	Media Production II
115.79	Media Production III
89.87	Media Production IV
190.10	Graphic Design I
129.62	Graphic Design II
89.87	Graphic Design III
224.67	Copywriting / Scripting I
172.82	Copywriting / Scripting II
138.26	Copywriting / Scripting III
115.79	Copywriting / Scripting IV
172.82	Photography I
120.98	Photography II
112.33	Photo editing
155.54	PR / Media Relations I
129.62	PR / Media Relations II
89.87	PR / Media Relations III
86.41	Extra Accountancy / A/R Mgmt
51.85	Extra Clerking Services
53.57	Extra Admin Support Services I
32.84	Extra Admin Support Services II

- SIN 738-8**
FULL SERVICE MARKETING, MEDIA AND PUBLIC INFORMATION SERVICES
- SIN 738-1**
MARKET RESEARCH, MEDIA ANALYSIS AND RELATED SERVICES
- SIN 738-4**
PRESS AND PUBLIC RELATIONS SERVICES
- SIN 738-5**
PUBLIC EDUCATION AND OUTDOOR MARKETING AND MEDIA SERVICES
- SIN 738-6**
RADIO, TELEVISION, AND PUBLIC SERVICE ANNOUNCEMENTS SERVICES
- SIN 738-11**
COMMERCIAL ART AND GRAPHIC DESIGN SERVICES
- SIN 738-12**
VIDEO TAPE AND FILM PRODUCTION SERVICES

MEDIA STUDIO RATES

Government Rate per unit (in dollars)	Labor/TaskCategory
\$276.52 Hour	Video editing w/ Avid equipment I
181.46 Hour	Video editing w/ Media 100 equipment II
238.49 Hour	Video graphics / animation Media 100
276.52 Hour	Music / art selection
228.13 Hour	Narration
250.59 Hour	Digital audio recording studio
259.23 Hour	Video final editing/master Media 100
172.82 Hour	Photo Image manipulation I
138.26 Hour	Photo Image manipulation II
112.33 Hour	Photo Image manipulation III
25.92 Unit	Photo / Graphic low-res scan
43.21 Unit	Photo 35 mm hi-Res scan, 48 hours
17.28 Unit	Photo 35 mm hi-Res scan, 9 days
5.18 Unit	HP color print-out - letter photo paper
2.59 Unit	HP color printout - letter paper
4.32 Unit	Color overhead projector transparency
2.59 Unit	Color copies - letter

The labor hours cited above do not include materials, supplies, or other incidental costs. We can provide any task or labor category within this SIN. Please ask for any additional detail. Purchases as Other Direct Costs for specific task orders will be priced according to the buying agency's requirements.



OTHER DIRECT COSTS

- \$ 1,660.38 **Media database** Source for major media analysis, profiles, contacts USA-wide.
- \$ 4,040.40 **Quantitative survey questionnaire for market research** Simple questionnaire preparation & response analysis (800 mail-out, 400 responses), including layout, list computer file configuration, coding and tabulation.
- \$ 872.48 **Printing/production: three banners with text** 14 oz. Nylon reinforced vinyl, 33" x 192", 48" x 60", 30" x 60".
- \$ 246.60 **Printing - invitation cards** 350 invitation cards, 80 lb. Classic crest white (2 color 1 side).
- \$ 1,464.75 **Meeting display posters** mounted, laminated - 24" x 36", 4 color, Quantity: 9 separate posters, 1 each.
- \$ 56.99 **B/W Photo print** 8" x 10", quantity 4.
- \$ 2,994.95 **Stock photo rental, 2 images** 3 months, use in major mass media - newspapers, transportation advertising, Web-site, brochures (charity rate).
- \$ 3,333.33 **Brochure with tear-out business reply mailer** 10 pages, 6" x 10", including gatefold for business reply mailer, 2 colors, medium stock (4500 quantity).
- \$18,298.06 **Newspaper advertising** 3 col. x 8", 7 insertions medium market (San Francisco) newspaper (San Francisco Chronicle / Examiner), charity rate.
- \$10,303.03 **Radio advertising time** 72 x 60-second spots on No.1 news-talk radio station (KGO-AM), medium market (San Francisco Bay Area).
- \$ 729.29 **Radio spot recording** Recording studio - 3 versions of same 60-second spot.
- \$17,590.70 **Outdoor transportation advertising** Cost for printing and posting of the signs, but the cost for advertising space donated for public service advertising. 180 qty. King-size exterior bus cards 30" x 144" 525 qty. interior bus cards 11" x 28" 140 qty. interior cards Bay Area Rapid Transit (BART - commuter train) 21" x 22" 665 Take-one info sheet pads 4" x 4".
- \$9,595.96 **Glossy brochure** Printing 8 pages, 8.5" x 11", medium gloss stock, 4 color, 12 photographs, 2000 copies.
- \$5,454.55 **Publicity package**
Printing and duplication
 - Press release - 500 copies
 - Backgrounder - 500 copies
 - Photo captions and quotes (photos photocopied - available on Web) - 500
 - Video "B" roll for use by TV broadcasters - 20 qty. BetacamSP tapes, 30 min. each
 - Media database records, list (500).
- \$1,262.63 **Internet World Wide Web-friendly public relations materials** for inclusion in public relations section of client's web-site
 - Video program, 8 min. file formatted for Web player / download
 - 8 -page 4-color Brochure, as Acrobat ".pdf" file and copy of Quark file
 - Press release, backgrounder, photo captions as MS Word / text files.
- \$ 214.90 **Mailing list costs** - to a specific business category. Including base list, re-use, phone number, top contact name, e-mail address, database, in five states (CA, OR, WA, NV, AZ), 2,129 names.

continued . . .



OTHER DIRECT COSTS - continued

\$20,530.30 Video production:

- Total** 15-minute video, BetacamSP broadcast quality, 80 VHS copies
- \$ 1,616.16 Pre-production - video crew planning
 - \$10,631.31 Production costs - 2 days crew location shoot, Betacam SP, 2 actors, no travel.
 - \$7,222.22 Post-production costs - digital editing /graphics, voice-over, music license, dubbing
 - \$ 757.58 Close-captioning - Video program - 8 min. BetacamSP broadcast quality.

\$23,737.37 Video program - 8 min.

BetacamSP broadcast quality
Video crew pre-production & production (2 location shoots, 1/2 day each, no extended travel, BetacamSP), post-production editing studio, 500 VHS copies

- \$ 899.80 Direct mailing** - 2,437 mailers consisting of 1 brochure, 1 pricelist, 1 Business Reply Card, 6" x 9" envelope including data processing, labeling, inserting, sorting and Presorted Standard US Postage.

- \$14,630.15 Publication printing** - 2500 copies, Cover + 26 pages, 8.5 x 11 inches, 2 PMS + Satin aqueous coating/2S, 100 lb. Endeavor Velvet Book, score cover, gatefold, saddle-stitch, shrink wrap, box, deliver in local area, with A.C.s (authorized corrections), sales tax.

- \$ 72.48 Shipping** 5 lbs. Printed material from printer (San Francisco, CA 94108) to client (Danville, CA 94506), express weekday service.

Awarded ODC's are comprised of the description above and are directly applicable to the services provided. Agency orders may alter the type, quality, and timing of each component and thus result in a lower/higher price for specific requirements. OneWorld Communications is advised that based on the specific task identified at the task order level, **Clause 552.238-75 Price Reductions** may be used to provide a proposed fixed price to the agency to more accurately reflect the actual work required. Orders may not exceed the awarded ODC's as specified above without modification to this contract.



OneWorld Communications, Inc.
San Francisco
www.owcom.com

SKILL CATEGORY DESCRIPTIONS AND RATES

PROJECT MANAGEMENT

Project Management - Level I

Job Description: Works with clients and other experts in a leadership role to formulate and articulate overall marketing communications objectives, strategy, work plan, budgets, key messages, audience profiles, and other related components of marketing communications programs and projects. Leads, manages and takes final responsibility for the effectiveness and timely delivery of these programs and projects which variously may include market research, strategic market planning, branding, identity, positioning, creative direction, message-making, various kinds of media production (graphic design, video, film, audio, Web, photography and others), advertising, direct mail, promotion, media analysis and buying, public relations and other areas as needed.

Minimum/General Experience: 12 years of directly related experience in multiple areas of marketing communications management with demonstrated outputs.

Minimum Education: Qualifications at this level include a Bachelors degree, or as an equivalent, an additional 2 years direct experience in marketing communications management.

RIF
submitted
2/26/02
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Project Management - Level II

Job Description: Works with client and other experts to formulate and articulate overall marketing communications objectives, strategy, work plans, budgets, key messages, audience profiles, and other related components of marketing communications programs and projects. Leads, manages and takes final responsibility for the effectiveness and timely delivery of these programs and projects which may variously include market research, strategic market planning, branding, identity, positioning, creative direction, message-making, various kinds of media production (graphic design, video, film, audio, Web, photography and others), advertising, promotion, direct mail, media analysis and buying, public relations and other areas as needed.

Minimum/General Experience: 8 years of directly related experience in multiple areas of marketing communications management.

Minimum Education: Qualifications at this level include a Bachelors degree, or as an equivalent, an additional 2 years direct experience in marketing communications management.

Project Management - Level III

Job Description: Works with project manager, client and other experts to elaborate and detail marketing communications objectives, strategy, work plans, budgets, key messages, audience profiles, and other related components of marketing communications programs and projects. Coordinates and takes operational responsibility for the effectiveness and timely delivery of these programs and projects which may variously include market research, strategic market planning, branding, identity, positioning, creative direction, message-making, various kinds of media production (graphic design, video, film, audio, Web, photography and others), advertising, promotion, direct mail, media analysis and buying, public relations and other areas as needed.

Minimum/General Experience: 4 years of directly related experience in multiple areas of marketing communications management.

Minimum Education: Qualifications at this level include a Bachelors degree, or as an equivalent, an additional 2 years direct experience in marketing communications management.

Project Management - Level IV

Job Description: Under the supervision of senior staff, assists in the coordination and the fulfillment of marketing communications objectives, strategy, work plans, budgets, key messages, audience profiles, and other related components of marketing communications programs and projects. Assists, coordinates and monitors the day-to-day effective and timely delivery of activities such as market research, planning, branding, identity, positioning, creative direction, message-making, various kinds of media production (graphic design, video, film, audio, Web, photography and others), advertising, promotion, direct mail, media analysis and buying, public relations and other areas as needed.

Minimum/General Experience: 1 year of directly related experience in multiple areas of marketing communications coordination.

Minimum Education: Qualifications at this level include a Bachelors degree, or as an equivalent, an additional year direct experience in marketing communications management.

CREATIVE DIRECTION

Creative Direction - Level I

Job Description: Works with clients to develop creative strategies that articulate and visualize key messages, address the audience profile, and meet objectives. Creatively advises managers and planners, and provides art direction to media producers including photographers, graphic designers, writers, moving media producers, public relations specialists and others. If needed, creatively directs complex media production processes

taking overall creative responsibility for inputs such as actors, props, sets, colors, music, art, images, words and other elements, and that the final products are delivered on time and on budget (a.k.a. Executive Creative Director, Executive Producer).

Minimum/General Experience: 12 years of directly related experience in making messages and images, or equivalent demonstrated creative talent.

Minimum Education: Qualifications at this level include a Bachelors degree or 2 additional years of on-the-job training and experience.

Creative Direction - Level II

Job Description: Works with clients to develop creative strategies that articulate and visualize key messages, address the audience profile, and meet objectives. Creatively advises managers and planners, and provides art direction to media producers including photographers, graphic designers, writers, moving media producers, public relations specialists and other experts, if so needed, creatively directs complex media production processes taking overall creative responsibility for inputs such as actors, props, sets, colors, music, art, images, words and other elements, and that the final products are delivered on time and on budget (a.k.a. Creative Director, Producer).

Minimum/General Experience: 8 years of directly related experience in making messages and images or equivalent demonstrated creative talent.

Minimum Education: Qualifications at this level include a Bachelors degree or 2 additional years on-the-job training and experience.

Creative Direction - Level III

Job Description: Assists the Creative Director or other experts in still or moving media productions to detail creative aspects to help articulate and visualize key messages, address the audience profile, and meet objectives. Assists in the coordination of the media production process taking overall responsibility for various details related to actors, props, sets, colors, music, art, images, words and other elements, and processes allowing final products to be delivered on time and on budget (a.k.a. Associate Creative Director).

Minimum/General Experience: 3 years of directly related experience in making messages and images or equivalent demonstrated creative talent.

Minimum Education: Qualifications at this level include a Bachelors degree or 2 additional years of on-the-job training and experience.

QUALITATIVE RESEARCH (MARKET RESEARCH)

Qualitative Research - Level I

Job Description: Works with clients and other experts in a leadership role to define and refine qualitative research objectives based upon client informational needs and the anticipated use of research findings. As needed, carries out secondary data and background research. Insures the appropriateness of qualitative research in a specific situation, determines the most appropriate information gathering methodology, e.g., focus groups, or one-on-one in-depth interviews, defines research participant eligibility qualifications, selects geographic locations, and establishes service provider selection criteria. Maintains overall supervisory responsibility for key project-related tasks including development of the respondent screening/recruitment questionnaire, obtaining fieldwork supplier/facility cost/timing estimates, establishing respondent incentive levels, fieldwork supplier selection, participant recruitment, creation of the discussion/interview guide, selection of a focus group moderator/one-on-one in-depth interviewer or, as necessary, moderating focus group sessions/conducting one-on-one in-depth interviews, monitoring spending versus budgets, preparation of a topline report, and writing/revising the final report (a.k.a. Senior Market Researcher).

Minimum/General Experience: 12 years of directly related experience in qualitative research project management with demonstrated outputs.

Minimum Education: A Bachelors degree, preferably in psychology, sociology, measurement, marketing, or business administration.

Qualitative Research - Level II

Job Description: Works with clients and other experts to help define and refine qualitative research objectives based upon client informational needs and the anticipated use of research findings. As needed, carries out secondary data and background research. Insures the appropriateness of qualitative research in a specific situation, determines the most appropriate information gathering methodology, e.g., focus groups, or one-on-one in-depth interviews, defines research participant eligibility qualifications, selects geographic locations, and establishes service provider selection criteria. Maintains supervisory responsibility for key project-related tasks including development of the respondent screening/recruitment questionnaire, obtaining fieldwork supplier cost/timing estimates, establishing respondent incentive levels, fieldwork supplier selection, participant recruitment, creation of the discussion/interview guide, selection of a focus group moderator/one-on-one in-depth interviewer or, as necessary, moderating focus group sessions/conducting one-on-one in-depth interviews, monitoring spending versus budgets, preparation of a topline report, and writing/revising the final report (a.k.a. Market Researcher).

Minimum/General Experience: 8 years of directly related experience in qualitative research project management with demonstrated outputs.

Minimum Education: A Bachelors degree, preferably in psychology, sociology, measurement, marketing, or business administration.

Qualitative Research - Level III

Job Description: Works with project manager, clients and experts to elaborate and detail qualitative research objectives based upon client informational needs and the anticipated use of research findings. For formal research, maintains direct responsibility for key project-related tasks including development of the respondent screening/recruitment questionnaire, obtaining fieldwork supplier cost/timing estimates, establishing respondent incentive levels, fieldwork supplier selection, participant recruitment, creation of the discussion/interview guide, selection of a focus group moderator/one-on-one in-depth interviewer, monitoring spending versus budgets. For informal research, carries out secondary data and background research, and subject-matter investigation.

Minimum/General Experience: For formal research, 4 years of directly related experience in qualitative research project management with demonstrated outputs. For informal research, 4 years directly related experience in marketing communications.

Minimum Education: For formal research, a Bachelors degree preferably in psychology, sociology, measurement, marketing, or business administration. For informal research, a Bachelors degree or an additional 2 years on the job training.

Qualitative Research - Level IV

Job Description: Under the supervision of senior staff for formal research, assists in the coordination and monitoring of day-to-day developments related to project tasks including development of the respondent screening/recruitment questionnaire, obtaining fieldwork supplier cost/timing estimates, establishing respondent incentive levels, fieldwork supplier selection, participant recruitment, creation of the discussion/interview guide, selection of a focus group moderator/one-on-one in-depth interviewer, and monitoring spending versus budgets. For informal research, carries out secondary data and background research, and subject-matter investigation.

Minimum/General Experience: 1 year of directly related experience in qualitative research project management with demonstrated outputs.

Minimum Education: For formal research, a Bachelors degree preferably in psychology, sociology, measurement, marketing, or business administration or an additional year on the job training. For informal research, a technical diploma or an additional year on the job training.

QUANTITATIVE RESEARCH (MARKET RESEARCH)

Quantitative Research - Level I

Job Description: Works with clients and other experts in a leadership role to help define and refine quantitative research objectives based upon client informational needs and the anticipated use of research findings. As needed, carries out secondary data and background research. Insures the appropriateness of quantitative research in a specific situation, determines the most appropriate information gathering methodology and data tabulation/analysis technique, defines research participant eligibility qualifications, establishes sample size, selects geographic locations, and establishes interviewing and tabulation provider selection criteria. Maintains overall supervisory responsibility for key project-related tasks including development of the questionnaire, obtaining fieldwork supplier cost/timing estimates, fieldwork supplier selection, monitoring fieldwork progress, as well as spending versus budgets, preparation of a topline report, and writing/revising the final report.

Minimum/General Experience: 12 years of directly related experience in quantitative research project management with demonstrated outputs.

Minimum Education: A Bachelors degree, preferably in psychology, sociology, measurement, marketing, or business administration.

Quantitative Research - Level II

Job Description: Works with clients and other experts to help define and refine quantitative research objectives based upon client informational needs and the anticipated use of research findings. As needed, carries out secondary data and background research. Insures the appropriateness of quantitative research in a specific situation, determines the most appropriate information gathering methodology and data tabulation/analysis technique, defines research participant eligibility qualifications, establishes sample size, selects geographic locations, and establishes interviewing and tabulation provider selection criteria. Maintains supervisory responsibility for key project-related tasks including development of the questionnaire, obtaining fieldwork supplier cost/timing estimates, fieldwork supplier selection, monitoring fieldwork progress, as well as spending versus budgets, preparation of a topline report, and writing/revising the final report.

Minimum/General Experience: 8 years of directly related experience in quantitative research project management with demonstrated outputs.

Minimum Education: A Bachelors degree, preferably in psychology, sociology, measurement, marketing, or business administration.

Quantitative Research - Level III

Job Description: Works with clients and other experts to elaborate and detail quantitative research objectives based upon client informational needs and the anticipated use of research findings. Maintains direct responsibility for key project-related tasks including development of the questionnaire, obtaining fieldwork supplier cost/timing estimates, fieldwork supplier selection, monitoring fieldwork progress, as well as spending versus budgets. As needed, carries out secondary data and background research.

Minimum/General Experience: 4 years of directly related experience in quantitative research with demonstrated outputs.

Minimum Education: A Bachelors degree, preferably in psychology, sociology, measurement, marketing, or business administration.

Quantitative Research - Level IV

Job Description: Under the supervision of senior staff, assists in the coordination and monitoring of day-to-day developments related to project tasks including development of the questionnaire, obtaining fieldwork supplier cost/timing estimates, fieldwork supplier selection, monitoring fieldwork progress, as well as spending versus budgets. As needed, carries out secondary data and background research.

Minimum/General Experience: 2 years of directly related experience in quantitative research with demonstrated outputs.

Minimum Education: A Bachelors degree, preferably in psychology, sociology, measurement, marketing, or business administration, or an additional year on the job training.

MARKETING PLANNING

Marketing Planning – Level I

Job Description: Works with clients and other experts in a leadership role to develop a marketing communications plan and strategy including as needed, market research, objectives, marketing mix, identity and branding, positioning, messages, channels and, as needed, the refinement of those same ideas, concepts, products and services to be marketed, so that they address the needs and concerns of chosen populations. Provides a “customer-oriented” perspective and strategy. Directly provides or supervises experts in the creation and execution of needed components.

Minimum/General Experience: 12 years of directly related experience marketing communications program and strategy planning, or equivalent demonstrated talent.

Minimum Education: Qualifications at this level include a Bachelors degree, preferably also with a Masters Degree or an additional 2 years professional experience with demonstrated outputs.

Marketing Planning – Level II

Job Description: Works with clients and other experts to develop a marketing communications plan and strategy including as needed, market research, objectives, marketing mix, identity and branding, positioning, messages, channels and, as needed, the refinement of those same ideas, concepts, products and services to be marketed, so that they address the needs and concerns of chosen populations. Provides a “customer-oriented” perspective and strategy. Directly provides or supervises experts in the creation and execution of needed components.

Minimum/General Experience: 8 years of directly related experience marketing communications program and strategy planning, or equivalent demonstrated talent.

Minimum Education: Qualifications at this level include a Bachelors degree or an additional 2 years on the job training with demonstrated outputs.

Marketing Planning – Level III

Job Description: Works with clients and other experts to follow-up and detail a marketing communications plan and strategy including as needed components of market research, objectives, marketing mix, identity and branding, positioning, messages, channels and, as needed, the refinement of those same ideas, concepts, products and services to be marketed, so that they address the needs and concerns of chosen populations. Helps elaborate a “customer-oriented” perspective and strategy. Assists in the creation and execution of needed components.

Minimum/General Experience: 2 years of directly related experience marketing communications program and strategy planning, or equivalent demonstrated talent.

Minimum Education: Qualifications at this level include at least a Bachelors degree, or at least an additional year of on-the-job training.

MEDIA RESEARCH

Media Research - Level I

Job Description: Works with clients and other experts in a leadership role to identify, research, analyze, and recommend strategic media channels and outlets for advertising, public relations, publicity efforts and other purposes in a marketing communications program. For public relations, researches, provides strategic insight for media profiles and recommends specific broadcast producers, editors and journalists as appropriate to receive information useful for their respective audiences. For advertising purposes, likewise advises on specific media channels and outlets for potentially the most

effective and cost-efficient delivery of messages. Draws up media plans and budgets, develops distribution lists, as needed with other experts. Provides and supervises media research activities utilizing on-line media databases, editorial calendars, media kits, direct mail lists and other resources.

Minimum/General Experience: 8 years experience in media and marketing communications programs, with capability to utilize on-line media databases and other resources.

Minimum Education: Qualifications at this level may include a Bachelors degree, or equivalent on the job training related to the task.

Media Research - Level II

Job Description: Works with clients and other experts to identify, research, analyze, and recommend strategic media channels and outlets for advertising, public relations, publicity efforts and other purposes in a marketing communications program. For public relations, researches, provides strategic insight for media profiles and recommends specific broadcast producers, editors and journalists as appropriate to receive information useful for their respective audiences. For advertising purposes, likewise advises on specific media channels and outlets for potentially the most effective and cost-efficient delivery of messages. Draws up media plans and budgets, develops distribution lists, as needed with other experts. Provides and supervises media research activities utilizing on-line media databases, editorial calendars, media kits, direct mail lists and other resources.

Minimum/General Experience: 4 years experience in media and marketing communications programs with capability to utilize on-line media databases and other resources.

Minimum Education: Qualifications at this level may include a Bachelors degree, or on the job training related to the task.

Media Research - Level III

Job Description: Works with clients and other experts to identify, research, analyze, and recommend strategic media channels and outlets for advertising, public relations, publicity efforts and other purposes in a marketing communications program. For public relations, researches, provides strategic insight for media profiles and recommends specific broadcast producers, editors and journalists as appropriate to receive information useful for their respective audiences. For advertising purposes, likewise advises on specific media channels and outlets for potentially the most effective and cost-efficient delivery of messages. Draws up media plans and budgets, develops distribution lists, as needed with other experts. Provides and supervises media research activities utilizing on-line media databases, editorial calendars, media kits, direct mail lists and other resources.

Minimum/General Experience: 2 years experience in media and marketing communications programs, or equivalent demonstrated experience with capability to utilize on-line media databases and other resources.

Minimum Education: Qualifications at this level may include a Bachelors degree, or on the job training with demonstrated skills.

Media Research - Level IV

Job Description: Supervised by senior staff, assists in the identification, researching, analysis and recommendation of strategic media channels and outlets for advertising, public relations, publicity efforts and other purposes in a marketing communications program. For public relations, helps to identify media profiles and specific broadcast producers, editors and journalists as appropriate to receive information useful for their respective audiences. For advertising purposes, likewise identifies specific media channels and outlets for potentially the most effective and cost-efficient delivery of messages. Drafts media plans and budgets, develops distribution lists, for the consideration of senior staff. Utilizes on-line media databases, editorial calendars, media kits, direct mail lists and other resources.

Minimum/General Experience: 1 year experience in marketing communications programs, or equivalent demonstrated experience with capability to utilize on-line media databases and other resources.

Minimum Education: Qualifications at this level may include a Bachelors degree, or on the job training with demonstrated skills.

MEDIA BUYING

Media Buying - Level I

Job Description: Works with clients and other experts in a leadership role to select, negotiate and purchase advertising space, broadcast airtime or direct mail lists for high-level projects, especially where senior expertise may significantly increase cost-efficiency and/or obtain significant cost-savings for clients. Works with or provides media research, considers and assesses media buying options, develops budgets, negotiates media purchase contracts, generates print / broadcast / new media insertion orders, tracks placement, reviews media billing in fulfillment of such orders, negotiates any adjustments or make-goods as necessary, recommends payment of media billing and reports on media advertising progress or fulfillment as needed.

Minimum/General Experience: At least 4 years experience in media buying or equivalent demonstrated capability.

Minimum Education: Qualifications at this level may include a Bachelors degree, or on the job training related to the task.

Media Buying - Level II

Job Description: Works with clients and other experts to select, negotiate and purchase advertising space, broadcast airtime or direct mail lists to maximize cost-efficiency and/or obtain significant cost-savings for clients. Works with or provides media research, considers and assesses media buying options, develops budgets, negotiates media purchase contracts, generates print / broadcast / new media insertion orders, tracks placement, reviews media billing in fulfillment of such orders, negotiates any adjustments or make-goods as necessary, recommends payment of media billing and reports on media advertising progress or fulfillment as needed. .

Minimum/General Experience: 2 years experience in media buying or equivalent demonstrated capability.

Minimum Education: Qualifications at this level may include a Bachelors degree, or on the job training related to the task.

Media Buying - Level III

Job Description: Under supervision of senior staff, assists in the selection, negotiation and purchasing of advertising space, broadcast airtime or direct mail lists to maximize cost-efficiency and/or obtain significant cost-savings for clients. Works with or provides media research, details media buying options, develops budgets, details media purchase contracts, generates print / broadcast / new media insertion orders, tracks placement, obtains and compiles proof of run / affidavits / tear sheets / reviews media billing in fulfillment of such orders, arranges any adjustments or make-goods as necessary, checks media billing, and reports on media advertising progress or fulfillment as needed. .

Minimum/General Experience: 1 year experience in media buying or advertising or equivalent demonstrated capability.

Minimum Education: Qualifications at this level may include a Bachelors degree, or on the job training related to the task.

MEDIA PRODUCTION

Media Production – Level I

Job Description: The senior media producer (a.k.a. Executive Director) works with clients and other experts as appropriate to task to specify and articulate key messages, address audience profiles, and meet communications objectives in media production projects including print, outdoor / transportation signage, direct mail, multimedia, audio, video, video streaming, film, TV, HDTV, CD, DVD, Web/Internet, various electronic forms and other formats. For still or moving media productions, assures that pre-production, production and post-production run smoothly and efficiently, directs large

scale or complex shoots with overall responsibility for actors, sets, crews, and equipment, oversees client concerns, assures that any needed modifications are executed efficiently and effectively, and assures that the final products are delivered on time and on budget.

Minimum/General Experience: 8 years of directly related experience in media production related to task, such as film, television, photography, design, direct mail and other types of production management. As relevant, 3 years directly related experience in multimedia and Internet media production.

Minimum Education: Qualifications at this level include a technical certificate, diploma or Bachelors degree, or at least 4 additional years of on-the-job training and experience.

Media Production – Level II

Job Description: The media producer (a.k.a. Director) works with clients and other experts as appropriate to task to specify and articulate key messages, address audience profiles, and meet communications objectives in media production projects in print, outdoor / transportation signage, direct mail, multimedia, audio, video, video streaming, film, TV, HDTV, CD, DVD, Web/Internet, various electronic forms and other formats. For still or moving media productions, assures that pre-production, production and post-production run smoothly and efficiently, directs large scale or complex shoots with overall responsibility for actors, sets, crews, and equipment, oversees client concerns, assures that any needed modifications are executed efficiently and effectively, and assures that the final products are delivered on time and on budget. This level also includes Directors of Photography and Motion Graphic Designers who may be required for high quality productions.

Minimum/General Experience: 6 years of directly related experience in media production related to task, such as film, television, photography, design, direct mail and other types of production management. As relevant, 2 years directly related experience in multimedia and Internet media production.

Minimum Education: Qualifications at this level include a technical certificate, diploma or Bachelors degree related to task, or at least 2 additional years of on-the-job training and experience.

Media Production – Level III

Job Description: The media producer (a.k.a. associate producer) works with clients and other experts as appropriate to task to oversee media production projects in print, outdoor / transportation signage, direct mail, multimedia, audio, video, video streaming, film, TV, HDTV, CD, DVD, Web/Internet, various electronic forms and other formats. As an assistant director / cameraman in major still / moving media productions, assists producer or creative director to assure that pre-production, production and post-production run smoothly and efficiently, any necessary changes or modifications are executed effectively, and that the final products are delivered on time and on budget. For smaller projects, coordinates or directs shoots with overall responsibility for actors, sets, crews, and equipment.

Minimum/General Experience: 3 years of direct experience in media production related to task, such as film, television, photography, design, direct mail and other types of production. As relevant, 1 year directly related experience in multimedia and Internet media production.

Minimum Education: Qualifications at this level include a technical certificate, diploma or Bachelors degree, or at least 1 additional year of on-the-job training and experience.

Media Production – Level IV

Job Description: Assists with various media production projects, with skills related to task. Provide media pre-production research, coordination and arrangements, in-production assistance such as on shoots overseeing details of props, sets, food service, some research, and cash management, and post-production follow-up such as digitizing footage / images, overseeing compression, sorting, cataloging, coordination, captioning, archiving, electronic file preparation / conversion, transmission and other media production tasks.

Minimum/General Experience: 1 year of direct experience in media production related to task, such as film, television, photography, design, direct mail and other types of production. As relevant, some familiarity with multimedia and Internet media production.

Minimum Education: Qualifications at this level include a technical certificate, diploma or degree, or at least 1 additional year of on-the-job training and experience.

GRAPHIC DESIGN

Graphic Design (also Web) - Level I

Job Description: Works with clients and other experts to establish the conceptual and stylistic direction for a project, in order to articulate key messages, address the audience profile, and meet objectives for projects utilizing graphic design, typography and still / moving images for collateral material, environmental graphics, books and magazines, corporate identity, film titling and multimedia interfaces, web-sites other graphic applications. Has final design authority to be fully responsible for successful design solutions from concept to completion. As necessary, the senior designer directly provides artwork and/or orchestrates the work of other designers, production artists, photographers, illustrators, prepress technicians, printers and other experts involved in the development of a project, including comps, layouts and final art. Is responsible for selecting vendors and directing the quality of their final outputs. For web-sites, may develop custom programs to extend the function of a website, and oversee maintenance. (a.k.a. Senior Graphic Designer / Web Developer).

Minimum/General Experience: Eight years of experience creating designs, performing production work and managing design projects, or equivalent demonstrated talent. For web-site design, a thorough knowledge of HTML programming is essential and a working knowledge of JavaScript programming is beneficial.

Minimum Education: Qualifications may include an undergraduate degree preferably within a design study program.

Graphic Design (also Web) – Level II

Job Description: Works with clients and other experts to establish the conceptual and stylistic direction for a project, in order to articulate key messages, address the audience profile, and meet objectives for projects utilizing graphic design, typography and still / moving images for collateral material, environmental graphics, books and magazines, corporate identity, film titling and multimedia interfaces, web-sites other graphic applications. Has final design authority to be fully responsible for successful design solutions from concept to completion. As necessary, the senior designer directly provides artwork and/or orchestrates the work of other designers, production artists, photographers, illustrators, prepress technicians, printers and other experts involved in the development of a project, including comps, layouts and final art. Is responsible for selecting vendors and directing the quality of their final outputs. For web-sites, may develop custom programs to extend the function of a website, and oversee maintenance. (a.k.a. Graphic Designer / Web Developer).

Minimum/General Experience: Four years of experience creating designs, performing production work and managing design projects, or equivalent demonstrated talent. For web-site design, a thorough knowledge of HTML programming is essential and a working knowledge of JavaScript programming is beneficial.

Minimum Education: Qualifications generally include an associate or bachelors degree, a technical certificate or diploma, within a design program.

Graphic Design (also Web) – Level III

Job Description: Assists the graphic designer and other experts as a production artist to produce layouts including type and color, working proficiently in specified software programs such as Quark, PageMaker, Photoshop, Illustrator and others. For Web-sites, is responsible for site navigation design, visual execution, and maintaining or updating the website once it is completed by adding new content, illustrations or features. Responsibilities also include producing final files that image properly to film, coordinating with vendors, archiving and other related design project tasks. (a.k.a. Production Artist, Web Production Artist / Editor).

Minimum/General Experience: At least two years of experience working with designers to create high-quality designs. For web-site projects, knowledge of HTML

programming is essential, and working knowledge of JavaScript / other programming is beneficial.

Minimum Education: Qualifications generally include two years of computer software study, and formal or informal training in design, typography and web-site production as needed.

COPYWRITING / SCRIPTWRITING

Copywriting / Scripting – Level I

Job Description: Works with clients and other experts in a leadership role to create and refine key messages in copy or scripts to achieve communications objectives. Provides high-level and original theme development, creative ideas, texts and visualizations to be utilized to create a variety of media. This includes studying information, ideas, services and products in order to determine and advise on how to best define and present them, including related strategic advice and planning regarding appeal, media, channels, style, editorial design and other elements. Creatively writes names, slogans, headlines, body copy, public relations pieces and scripts for radio, television, video and film, direct mail, presentations, signage, suitable for published use in the relevant group and mass media. (a.k.a. Senior Copywriter / Scriptwriter).

Minimum/General Experience: 8 years experience copywriting or scriptwriting, or equivalent demonstrated talent.

Minimum Education: Bachelors degree or on the job training with demonstrated talent.

Copywriting / Scripting – Level II

Job Description: Works with clients and other experts to create and refine key messages in copy or scripts to achieve communications objectives. Provides high-level and original theme development, creative ideas, texts and visualizations to be utilized to create a variety of media. This includes studying information, ideas, services and products in order to determine and advise on how to best define and present them, including related strategic advice and planning regarding appeal, media, channels, style, editorial design and other elements. Creatively writes names, slogans, headlines, body copy, public relations pieces and scripts for radio, television, video and film, direct mail, presentations, signage, suitable for published use in the relevant group and mass media. (a.k.a. Copywriter / Scriptwriter).

Minimum/General Experience: 4 years experience copywriting or scriptwriting, or equivalent demonstrated talent.

Minimum Education: Bachelors degree or on the job training with demonstrated talent.

Copywriting / Scripting – Level III

Job Description: Guided by a project manager, creative director or other experts, creates and refines key messages in copy or scripts to achieve communications objectives. Provides original theme development, creative ideas, texts and visualizations to be utilized to create a variety of media. This includes studying information, ideas, services and products in order to determine and advise on how to best define and present them, including related strategic advice and planning regarding appeal, media, channels, style, editorial design and other elements. Creatively writes names, slogans, headlines, body copy, public relations pieces and scripts for radio, television, video and film, direct mail, presentations, signage, suitable for published use in the relevant group and mass media. (a.k.a. Copywriter / Scriptwriter).

Minimum/General Experience: 2 years experience copywriting or scriptwriting, or equivalent demonstrated talent.

Minimum Education: Bachelors degree or on the job training with demonstrated talent.

Copywriting / Scripting – Level IV

Job Description: Guided by a project manager, creative director or other experts, elaborates key messages in copy or scripts to achieve communications objectives. Provides theme development, creative ideas, texts and visualizations to be utilized to create a variety of media. This includes studying information, ideas, services and products in order to determine and advise on how to best define and present them, including related strategic advice and planning regarding appeal, media, channels, style, editorial design and other elements. Creatively assists in the writing of names, slogans, headlines, body copy, public relations pieces and scripts for radio, television, video and film, direct mail, presentations, signage, suitable for published use in the relevant group and mass media. (a.k.a. Copywriter / Scriptwriter).

Minimum/General Experience: 1 year experience copywriting or scriptwriting, or equivalent demonstrated talent.

Minimum Education: Bachelors degree or on the job training with demonstrated talent.

PHOTOGRAPHY

Photography - Level I

Job Description: Conceptualizes the best way of portraying a story, concept, campaign, product or service in photography / images. Works with available editors, reporters, graphic designers, creative directors, media producers and other creative people to achieve desired images and bring out the inner quality of the subject. As needed, directs actors, props and sets, and guides non-actors being photographed helping them feel comfortable; supervises or provides lighting to achieve the desired effect. Advises on which type of film is appropriate for each project, and capable to utilize with major medium and large formats, positive, negative, color and black and white films, is familiar with processing, and is likewise familiar with digital formats. Ability to manage and direct photographic assistants. Advises on or draws up budgets.

Minimum/General Experience: 8 years of directly related experience in editorial or corporate photography or photojournalism, or equivalent demonstrated talent.

Minimum Education: Qualifications at this level include a Bachelors degree or technical diploma or certificate in photography / graphic arts, or as an equivalent, at least 2 years additional experience in

photography with demonstrated outputs.

Photography - Level II

Job Description: Conceptualizes the best way of portraying a story, concept, campaign, product or service in photography. Works with available editors, reporters, graphic designers, creative directors, media producers and other creative people to achieve desired images and bring out the inner quality of the subject. As needed, directs actors, props and sets, and guides non-actors being photographed helping them feel comfortable; supervises or provides lighting to achieve the desired effect.

Advises on which type of film is appropriate for each project, and capable to utilize with major medium and large formats, positive, negative, color and black and white films, is familiar with processing, and is likewise familiar with digital formats. Ability to manage and direct photographic assistants. Advises on or draws up budgets.

Minimum/General Experience: 4 years of directly related experience in editorial or corporate photography or photojournalism, or equivalent demonstrated talent.

Minimum Education: Qualifications at this level include a Bachelors degree or technical diploma or certificate in photography / graphic arts, or as an equivalent, at least 1 year additional experience in photography with demonstrated outputs.

PHOTO EDITING

Job Description: Reviews photo collections, selects and recommends specific photographs / images to achieve communication objectives within media productions. As available, works with managers, editors, writers, graphic designers, creative directors, media producers and other creative people. As necessary researches photo archives, stock photography collections and makes purchases. Manages relationships with various image partners. Assists in the creation of effective and creative multimedia presentations. Assists in the documentation and periodic review of end-of-production processes, streamlining workflow as possible. Responsible for maintaining all photographic files, and organizing photo collections for future reference. As necessary provides some photo scanning and basic photo manipulation utilizing graphics software.

Minimum/General Experience: 2 years of experience in photographic editing or a related photo / image selection process with demonstrated outputs.

Minimum Education: Qualifications at this level may include a Bachelors degree or technical diploma or certificate in photography / graphic arts, or as an equivalent, at least 2 years additional experience in photography or photo editing with demonstrated outputs.

PUBLIC RELATIONS / MEDIA RELATIONS

PR/Media Relations - Level I

Job Description: Works with clients and other experts in a leadership role to conceptualize and strategize public relations services and campaigns. Advises regarding targeting specific media, and respective editors, journalists and broadcast producers for

purposes of public relations, public awareness and publicity efforts. Supervises or directly writes public relations materials, including media alerts, press kits, feature articles, newsletters, brochures, and web pages to provide consistent messages to target audiences. Directly provides or supervises the research and creation of media lists; supervises distribution of materials to these lists, and follows up with high level contacts. Provides clients with quantified outputs and analysis to ensure continued consistent messaging. Stages and manages press conferences. Schedules broadcast and/or print interviews.

Minimum/General Experience: 8 years of directly related experience in public/media relations with demonstrated outputs, or equivalent demonstrated talent.

Minimum Education: Qualifications at this level include a Bachelors degree, or as an equivalent, an additional 2 years on the job training and experience.

PR/Media Relations – Level II

Job Description: Works with clients and other experts to conceptualize and strategize public relations services and campaigns. Advises regarding targeting specific media, and respective editors, journalists and broadcast producers for purposes of public relations, public awareness and publicity efforts. Supervises or directly writes public relations materials, including media alerts, press kits, feature articles, newsletters, brochures, and web pages to provide consistent messages to target audiences. Directly provides or supervises the research and creation of media lists; supervises distribution of materials to these lists, and follows up with high level contacts. Provides clients with quantified outputs and analysis to ensure continued consistent messaging. Stages and manages press conferences. Schedules broadcast and/or print interviews.

Minimum/General Experience: 4 years of directly related experience in public/media relations with demonstrated outputs, or equivalent demonstrated talent.

Minimum Education: Qualifications at this level include a Bachelors degree, or as an equivalent, an additional 2 years on the job training and experience.

PR/Media Relations - Level III

Job Description: Works with experts and clients to formulate public relations campaigns. Drafts public relations materials including, press releases, backgrounders, fact sheets, media alerts and feature articles that successfully address consistent messages to targeted audiences.

Organizes and maintains targeted print and electronic media lists for targeting specific media, and respective editors, journalists and broadcast producers for purposes of public relations, public awareness and publicity efforts. Distributes materials to these lists, and follows up with requests for additional information. Handles details ensuring that press

conferences run smoothly. Provides backup support in scheduling broadcast and/or print interviews.

Minimum/General Experience: 2 years of directly related experience in public/media relations or marketing communications with demonstrated outputs, or equivalent demonstrated talent.

Minimum Education: Qualifications at this level include a Bachelors degree, or as an equivalent, an additional year on the job training and experience.

EXTRA ACCOUNTANCY / A/R MANAGEMENT

Job Description: As a member of the marketing communications team, for large and/or complex projects of marketing communications, advertising, media production (design, video, photography, Internet/web, etc), events, publicity efforts etc, where multiple subcontractors / purchases / vendors / detailed funding arrangements are involved (e.g. for advertising space, publications, talent, venues, rentals, transport, costumes, travel, subcontracted technicians / services, etc.), provides inputs to be responsible for accounts payable, accounts receivable and payroll as needed to fulfill the project. This includes being responsible for the disbursement and reconciliation of funds, preparation of monthly financial statements, produce a monthly reporting package that provides management with data that is critical to running the project, creating and documenting accounting policies and procedures, interacting with customer and vendor public accounting firm in year-end audits and preparation of taxes, participating in the periodic or annual budget and long-term planning process, participating in the implementation of new accounting systems. Advises on financial planning, structure and organization and then supervises execution to ensure cash flow to help ensure the timely flow of work. Is responsible to financially close projects.

Minimum/General Experience: 4 years of directly related experience in Accounting or Finance, preferably with a CPA.

Minimum Education: Bachelors degree in Accounting or Finance.

Extra Clerking Services

Job Description: As a member of the marketing communications team for large and/or complex marketing communications projects, the clerk assists the accountant in accounts payable, accounts receivable and payroll, in the fulfillment of marketing communications and related projects.

Minimum/General Experience: 1 year experience in accountancy clerking, or with demonstrated capability under supervision of accountant..

Minimum Education: Technical diploma or certificate, or on the job training.

EXTRA ADMINISTRATIVE SUPPORT SERVICES

Extra Admin Support Services – Level I

Job Description: As a member of the marketing communications team, provides extra administrative support for large or complex projects of marketing communications, advertising, media production (design, video, photography, Internet/web, etc), events, publicity efforts, where multiple subcontractors / purchases / vendors / detailed schedules are involved (e.g. advertising space, publications, talent, venues, rentals, transport, costumes, travel, subcontracted technicians / services, etc.), provides administrative support for any number of requirements such as research and coordination, compilation of documentation, tracking administrative paperwork, coordination, follow-up, making special arrangements, purchasing supplies and services, and other support activities.

Minimum/General Experience: At least 1 year direct experience in providing support to marketing communications, media production or public relations work, and one year progressively responding directly to clients and experts.

Minimum Education: Qualifications at this level may include a university degree or a technical certificate, diploma or degree, or at least 2 years on-the-job training.

Extra Admin Support Services – Level II

Job Description: Under supervision of more senior staff, and as a member of the marketing communications team, provides extra administrative support for large or complex projects of marketing communications, advertising, media production (design, video, photography, Internet/web, etc), events, publicity efforts, where multiple subcontractors / purchases / vendors / detailed schedules are involved (e.g. advertising space, publications, talent, venues, rentals, transport, costumes, travel, subcontracted technicians / services, etc.), provides administrative support for any number of requirements such as research and coordination, compilation of documentation, tracking administrative paperwork, coordination, follow-up, making special arrangements, purchasing supplies and services, and other support activities.

Minimum/General Experience: At least 6 months progressive experience in providing support to marketing communications, media production or public relations work.

Minimum Education: Qualifications at this level may include a university degree or a technical certificate, diploma or degree, or at least 6 months on-the-job training.

ATTACHMENT C SKILL CATEGORY DESCRIPTIONS

MEDIA STUDIO

Video Editing w/ Avid Equipment I

Online editing with high end Avid system with Media Production III level editor, or equivalent. Finishing with titling, color correction, motion effects, motion graphics, DVE, and audio mixing and EQ. Mastering to tape. Sources included are BetaSP, DVCAM, MiniDV, SVHS, and VHS. Digital Beta available at additional cost.

Video Editing w/ Media 100 Equipment II

Offline editing with Media100I XS system with Media Production IV level editor, or equivalent. Digitizing, organizing, basic effects, titling and editing with this efficient cost-effective digital editing system.

Video Graphics / Animation w/ Media 100

AfterEffects motion graphics and 3D animation with Media100I XS system with Media Production III level motion graphic artist, or equivalent. Sources included are BetaSP, DVCAM, MiniDV, SVHS, and VHS. Digital Beta available at additional cost.

Music / Art Selection

Music recording studio with operator and at least Media Production IV person or equivalent to identify and gather possible selections of music or other recorded performance art for media productions, for consideration by a director, manager or other experts.

Narration (Recording Studio)

Audio recording studio with operator for recording narration. Voice talent is separate.

Digital Audio Recording Studio (Music Creation / Editing)

Music recording studio with musician creating and/or editing original electronic and sampled music.

Video Final Editing/Master Media 100

Online editing with Media100I XS system with Media Production III level editor, or equivalent. Finishing with titling, color correction, motion effects, motion graphics, DVE, and audio mixing and EQ. Mastering to tape. Sources included are BetaSP, DVCAM, MiniDV, SVHS, and VHS. Digital Beta available at additional cost.

Photo Image Manipulation I

Complex and artistic preparation of photos/ images in PhotoShop or other software for use in moving media, graphic design, web-site and other productions.

Photo Image Manipulation II

Preparation of photos / images in PhotoShop or other software for use in moving media, graphic design, web-site and other productions. Removing scratches and other defects, cropping, adjusting color balance and contrast, and other basic image improvements.

Photo Image Manipulation III

Basic preparation of photos / images in PhotoShop or other software such as converting into different electronic file types, sizing, and batch processing, for use in moving media, graphic design, web-site and other productions.

Photo / Graphic Lo-res Scan

Digital scanning of photos/ images for use in rough layouts, and other applications where high resolution scans are not required. Pricing may be adjusted for quantity and availability of improved and less expensive technology.

Photo 35 mm Hi-res Scan, 48 Hours

Digital scanning of photos/ images for use in finished media productions where high quality is required. Pricing may be adjusted for quantity, turn around time, and availability of improved and less expensive technology.

Photo 35 mm Hi-res Scan, 9 Days

Digital scanning of photos/ images for use in finished media productions where high quality is required. Pricing may be adjusted for quantity, turn around time, and availability of improved and less expensive technology.

HP Color Print-out – Letter Photo Paper

Color laser print of existing digital file on photo paper stock, suitable for display or presentation purposes. Pricing may be adjusted for quantity and availability of improved and less expensive technology.

HP color print-out – Letter Paper

Color laser print of existing digital file on standard paper stock, for review purposes, and also possibly suitable for display or presentation purposes. Pricing may be adjusted for quantity and availability of improved and less expensive technology.

Color Overhead Projector Transparency

Color laser print of existing digital file on transparency stock, for presentation purposes. Pricing may be adjusted for quantity, turn around time, and availability of improved and less expensive technology.

ATTACHMENT C
SKILL CATEGORY PRICE LIST
HOURLY RATE

Pricing Information as Relates to Labor Levels I and II

In some instances, Level I staff (highest experience) may be billed to customers at the lower Level II pricing, for the purposes introducing our services to new customers, or repeat task orders, at the discretion of our firm.

PROJECT MANAGEMENT	
Project Management - Level I	\$259.23
Project Management - Level II	\$155.54
Project Management - Level III	\$89.87
Project Management - Level IV	\$60.49
CREATIVE DIRECTION	
Creative Direction - Level I	\$224.67
Creative Direction - Level II	\$172.82
Creative Direction - Level III	\$115.79
QUALITATIVE RESEARCH (MARKET RESEARCH)	
Qualitative Research - Level I	\$259.23
Qualitative Research - Level II	\$216.03
Qualitative Research - Level III	\$138.26
Qualitative Research - Level IV	\$70.86
QUANTITATIVE RESEARCH (MARKET RESEARCH)	
Quantitative Research - Level I	\$259.23
Quantitative Research - Level II	\$216.03
Quantitative Research - Level III	\$138.26
Quantitative Research - Level IV	\$70.86
MARKETING PLANNING	
Marketing Planning - Level I	\$259.23
Marketing Planning - Level II	\$216.03
Marketing Planning - Level III	\$89.87
MEDIA RESEARCH	
Media Research - Level I	\$172.82
Media Research - Level II	\$155.54
Media Research - Level III	\$112.33
Media Research - Level IV	\$70.86
MEDIA BUYING	
Media Buying - Level I	\$224.67
Media Buying - Level II	\$89.87
Media Buying - Level III	\$70.86

ATTACHMENT C - SKILL CATEGORY PRICE LIST - HOURLY RATE CONT'D**MEDIA PRODUCTION**

Media Production - Level I	\$224.67
Media Production - Level II	\$155.54
Media Production - Level III	\$115.79
Media Production - Level IV	\$89.87

GRAPHIC DESIGN

Graphic Design (also Web) - Level I	\$190.10
Graphic Design (also Web) - Level II	\$129.62
Graphic Design (also Web) - Level III	\$89.87

COPYWRITING / SCRIPTWRITING

Copywriting / Scriptwriting - Level I	\$224.67
Copywriting / Scriptwriting - Level II	\$172.82
Copywriting / Scriptwriting - Level III	\$138.26
Copywriting / Scriptwriting - Level IV	\$115.79

PHOTOGRAPHY

Photography - Level I	\$172.82
Photography - Level II	\$120.98

PHOTO EDITING

..... \$112.33

PUBLIC RELATIONS / MEDIA RELATIONS

PR/Media Relations - Level I	\$155.54
PR/Media Relations - Level II	\$129.62
PR/Media Relations - Level III	\$89.87

EXTRA ACCOUNTANCY / A/R MANAGEMENT

Extra Clerking Services	\$86.41
	\$51.85

EXTRA ADMINISTRATIVE/SUPPORT SERVICES

Extra Admin Support Services - Level I	\$53.57
Extra Admin Support Services - Level II	\$32.84

MEDIA STUDIO

Video Editing w/ Avid Equipment I	\$276.52
Video Editing w/Media 100 Equipment II	\$181.46
Video Graphics/Animation Media 100	\$238.49
Music/Art Selection	\$276.52
Narration (Recording Studio)	\$228.13
Digital Audio Recording Studio (Music Creation/Editing)	\$250.59
Video Final Editing/Master Media 100	\$259.23
Photo Image Manipulation I	\$172.82
Photo Image Manipulation II	\$138.26
Photo Image Manipulation III	\$112.33
Photo / Graphic Lo-Res Scan	\$25.92
Photo 35 mm Hi-Res Scan, 48 hours	\$43.21
Photo 35 mm Hi-Res Scan, 9 days	\$17.28
HP Color Print-out - Letter Photo Paper	\$5.18
HP Color Print-out - Letter Paper	\$2.59
Color Overhead Projector Transparency	\$4.32

RIF
4pgs



Jonathan Villet
<Jonathan.Villet@owc
om.com>
10/27/2003 01:12 PM

To: Deborah Devaull <ddevaull@fs.fed.us>
cc: Fiona McDougall <fiona.mcdougall@owcom.com>,
mark.allen@owcom.com
Subject: Re: RFQ-04-20-002 - Media Relations Strategy, Action Plan and
Associated Products

Dear Deborah,

Please tell your customer that we understand the sensitivity of the project so if they need any short-term urgent help before November 4th, we can assist.

We are a full service organization so we have a lot of resources available. Even an extra pair of hands to create and distribute information to the press, or to have press lists prepared might be useful. On a practical note, the cost could be charged on a credit card, on a time and material basis. There'd be no obligation to receive the main project.

Thank you for keeping us informed; we look forward to November 4th.

Best regards,

Jonathan Villet
OneWorld Communications
(415) 668-1935

At 12:53 PM Monday 10/27/2003, you wrote:

>Good afternoon. We are on hold with making a decision. We are waiting on
>final input on project and extension of timing frame. I will be out of the
>office as of October 28 thru Nov 4. The award will not be made until I
>return. Deb

>
>*****
>USDA Forest Service
>Deborah DeVaul
>Contracting Officer
>Acquisition Management Staff
>1323 Club Drive
>Vallejo, CA 94592
>E-Mail - DDeVaul@fs.fed.us
>Voice #707-562-8784 - Fax #707-562-9056
>*****



Jonathan Villet
<Jonathan.Villet@owc
om.com>

11/12/2003 04:27 PM

To: Deborah Devaull <ddevaull@fs.fed.us>
cc:
Subject: Re: Revised meeting time - Sierra Madre

Deborah

I now confirm the meeting time at your office 10 - 12 p.m. Monday, Nov 17th.

Will hold off including marketing research expertise at this time.

Looking forward to meeting you and your colleagues.

Regards,

Jonathan Villet
OneWorld Communications

At 03:54 PM Wednesday 11/12/2003, Deborah Devaull wrote:

>Jonathan I'm not exactly sure of what the project consist of. I don't
>think we need the Director of marketing at this time. Your call, however
>this project will not exceed over \$50,000.

>
>*****
>USDA Forest Service
>Deborah DeVaul
>Contracting Officer
>Acquisition Management Staff
>1323 Club Drive
>Vallejo, CA 94592
>E-Mail - DDeVaul@fs.fed.us
>Voice #707-562-8784 - Fax #707-562-9056
>*****

>
>
>
>
>
> Jonathan
> Villet
>
> <Jonathan.Villet To: deborah Devaull
> <ddevaull@fs.fed.us> @owcom.com> cc:
>
> Subject: Revised meeting
> time - Sierra Madre
> 11/12/2003
> 11:31
>
> AM
>
>
>
>

>
>
>
>Deborah
>
>Got your message about revised meeting time 10 - 12pm Monday Nov 17th.
>
>1) I'll reply very soon to confirm the time.
>
>2) Although it was not specified in the SOW, if you think the Forest
>Service might need any kind of an opinion survey, or a focus group to
>better understand the perceptions and attitudes of a certain group of
>people, I could include our Director of Market Research in our initial
>meeting.
>
>Obviously I'm trying to balance an economy of personnel with an efficiency
>of knowledge among those who might be involved in working rapidly to
>achieve your objectives. I believe this first meeting will spell out the
>situation, and is not to be missed by any of our relevant experts here.
>
>If you'd like our Market Research Director there too, please advise.
>
>Thanks,
>
>
>Jonathan Villet
>OneWorld Communications, Inc.
>1874 Fell Street
>San Francisco, CA 94117
>
>E-mail: Jonathan.Villet@owcom.com
>Tel. (415) 668-1935
>Fax (415) 668-1932
>Web: www.owcom.com

MEDIA RELATIONS STRATEGY

DATE: 11-17-3

NAME

FIRM

PHONE

DON BANDUR F.S. 707 562 8782

Jonathan Villet OWC 415 668 1935

Mitchell Friedman OWC 415-824-1466

~~Marg Hartley~~ FS 707 562 9016

Stephanie Gomes FS (702) 562-9009

Fiona McDougall OWC 415 668 1935

MARK ALLEN OWC 415-668-1935

Deborah DeVane F.S. 707-562-8784

Kathleen Morse F.S. 707-562-8822

Kathy Clement F.S. 707-562-8957



**USDA Forest Service
Pacific Southwest
Region**

1323 Club Drive
Mare Island
Vallejo, CA 94592

**From:
Rick Alexander**

Public Affairs &
Communication Staff
707 562-9014

fax: 707 562-9053

RIF
1pg

FAX

Normal Delivery
 Urgent

Date: July 8, 2004
Number of pages
including cover: 19

Please notify the following person that a FAX has arrived for them:

TO: Shiela Rajabian, Tom Armstrong



202 512-3445

Message or Special Instructions:

Attached are

11 pages on One World Communications (OWC) letterhead, 11/21/2003. I believe this is the memo referenced in the March 10, 2004 SF Chronicle article.

In addition, attached are examples of exchanges that may illustrate the role of OWC in reviewing Forest Service (FS) work to help translate our bureaucratic jargon into plain language.

3 page email memo, 12/19/2003, from One World Communication's Jonathan Villet providing feedback to project manager Kathy Clement about FS draft text for the Record of Decision (ROD).

2 page email memo, 1/6/2004, and graph that FS provided to OWC (Mark Allen) that FS asked OWC to work into communication materials.

2 page email memo, 11/7/2003, and attached "key messages" that FS developed and provided to OWC as issues FS wanted to address in communication materials.

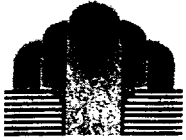
RIF
4895

At 11:14 AM Friday 12/19/2003, Kathy Clement wrote:

Jonathan---Sorry I could not get this to you sooner. We are very busy.
This is a confidential document. Have a look. kathy

(See attached file: ROD_12_19.doc)

KATHY CLEMENT (kclement@fs.fed.us)
USDA Forest Service - RO - R5
Ecosystem Planning Director
1323 Club Drive, Vallejo, CA 94592
PHONE:707-562-8957 -- FAX: 707-562-9050



Kathy Clement/R5/USDAFS
01/06/2004 04:59 PM

mark.allen@owcom.com, Rick
To Alexander/R5/USDAFS@FSNOTES, Donna
DellArio/R5/USDAFS@FSNOTES

cc

bcc

Subject Re: FiresSince1950 & stats

Historical fire data, Mark

KATHY CLEMENT (kclement@fs.fed.us)
USDA Forest Service - RO - R5
Ecosystem Planning Director
1323 Club Drive, Vallejo, CA 94592
PHONE: 707-562-8957 -- FAX: 707-562-9050

--- Forwarded by Kathy Clement/R5/USDAFS on 01/06/2004 04:57 PM ---



Klaus Barber
01/06/2004 04:36 PM

To: Kathy Clement/R5/USDAFS@FSNOTES
cc:
Subject: Re: FiresSince1950 & stats



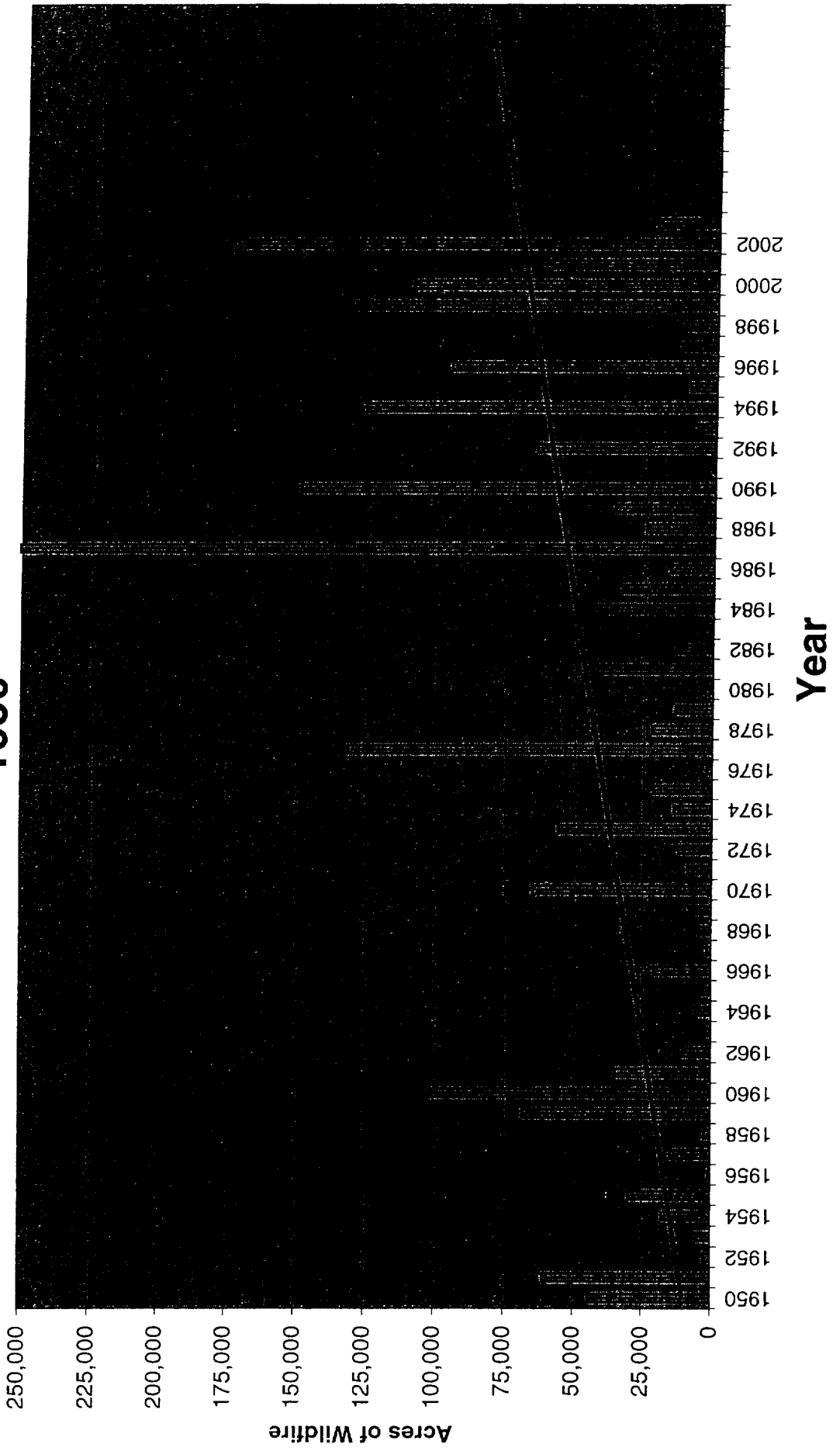
Fires1950-2002NFLByYear.>

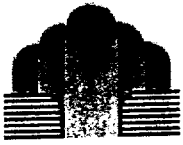
Kathy,

There have been update in some of the past fire history layers.....I am using the number we used in the SDEIS to prevent confusion for the years 1970 to 2003.....tyhe difference do not change the trends.....

Klaus

Sierra Nevada National Forest Acres Burned Since 1950





Kathy Clement/R5/USDAFS
11/07/2003 11:42 AM

To Rick Alexander/R5/USDAFS@FSNOTES, Marilyn
Hartley/R5/USDAFS@FSNOTES
cc
bcc
Subject Key messages

Notes from meeting with Fred Norbury. I did not share these with Dennis.



KEY MESSAGES.doc

KATHY CLEMENT (kclement@fs.fed.us)
USDA Forest Service - RO - R5
Ecosystem Planning Director
1323 Club Drive, Vallejo, CA 94592
PHONE:707-562-8957 -- FAX: 707-562-9050

Dennis/Wed
1 pm 12th

Dates: - Thursday 1-7 pm
13th (11 AM) 11-1
14th Friday Morning
8-10 AM

RIF
199

11/7/03 Jonathan

RIF
1/9



Mark Allen
<mark.allen@owcom.com>

12/03/2003 01:27 PM

To: Marilyn Hartley <mhartley@fs.fed.us>, Kathy Clement <kclement@fs.fed.us>, Kathleen Morse <kmorse@fs.fed.us>, Stephanie Gomes <sgomes@fs.fed.us>, Deborah DeVaul <ddevaul@fs.fed.us>
cc:
Subject: Plan and Estimate

Dear USFS Team,

We are pleased to be moving forward with a proposed plan and estimated budget envelop for our activities commencing Monday Dec. 1, through the end of the project.

Please note this does not include an estimate for a new request for a short stand alone video program which we will estimate soon and discuss separately.

We look forward to discussing this document and these plans with you soon.

Thank you,

Mark

Mark Allen
Account Executive
OneWorld Communications, Inc.
1874 Fell Street
San Francisco, CA 94117
415-668-1935
Fax 415-668-1932
www.owcom.com



USFS-SN-PI-Planning 12-01-03.



OneWorld Communications, Inc.

Invoice Number USFS:0041.4

Date 03-Dec-03

Client United States Forest Service
Pacific Southwest Region
1323 Club Drive
Vallejo, CA 94592

Contact Deborah DeVaul

Contract GSA Schedule Contract GS-23F-0383K **SIN: 738-8**

Reference RFQ-04-20-002

Project Sierra Nevada Framework, Media Relations Strategy, Action Plan, and Associated Products - November 2003

Description Period ending November 30, 2003. Carried out background research and situation analysis, conferred with USFS staff in Vallejo. Proposed a public information campaign strategy to more effectively inform the public and different groups about the Sierra Nevada Framework new Record of Decision forthcoming in January 2004, with the purpose of building their appreciation of the ROD in an atmosphere of uncertainty. The strategy included the name / slogan for an information campaign, positioning, audience considerations, creative direction notes, types of materials to be produced, proposed activities and tasks time line, in order to provide USFS management with a comprehensive set of actions to consider. Followed-up with a second meeting with USFS staff to explore and refine this strategy, and confirm the needed materials and activities. This resulted in research and planning work to draft a second document to more closely detail the needed materials and activities to be produced by both OWC and USFS staff, and an external budget envelope. This document was about half complete by the end of this billing period ending November 30, 2003 (It was completed in the next billing period December).

*2995
submitted
10/4/03
RF*

Staff experts provided Strategic Planning, Project Management, Media Production and Public Relations Expertise.

Outputs 1) PUBLIC RELATIONS SKETCH-PLAN, November 21, 2003: FORESTS WITH A FUTURE, Saving Sierra Nevada Trees, Wildlife and Communities from Catastrophic Wildfires, 11 pages.
2) (Internal draft later presented December 3rd) PUBLIC INFORMATION ACTIVITIES PLAN December 3, 2003
3) Various consultative strategic advice in meetings, telecons

Delivery November 30, 2003



OneWorld Communications, Inc.

43-9158-4-3051

Invoice Number USFS:0041.4

LABOR ON SCHEDULE

	Hours	Rate	Subtotal	Total
Project Management II	31.5	155.54	4,899.51	
Project Management III	30.1	89.87	2,705.09	
Marketing Planning III	2.5	89.87	224.68	
PR/Media Relations II	13.5	129.62	1,749.87	
SUBTOTAL LABOR				9,579.14
GSA IFF ON NON-LABOR 1.00000%				0.00
INVOICE TOTAL:				\$9,579.14

Terms: Due Upon presentation of invoice. Thank you. Federal EIN 94-3205791

For electronic funds transfer: Wells Fargo Bank
 1160 Grant Avenue
 San Francisco, CA 94133

Routing Number: 121000248
 Account Number: 0004050159

In favor of OneWorld Communications, Inc.
 Note invoice number USFS:0041.4

Handwritten: D. DeVane
 11/11/03

RIF
4p95



Kathy Clement
12/05/2003 03:58 PM

To: Deborah Devaull/R5/USDAFS@FSNOTES
cc: Marilyn Hartley/R5/USDAFS@FSNOTES
Subject: Re: November Invoice

I concur. Have you reviewed Marilyn?

KATHY CLEMENT (kclement@fs.fed.us)
USDA Forest Service - RO - R5
Ecosystem Planning Director
1323 Club Drive, Vallejo, CA 94592
PHONE: 707-562-8957 - FAX: 707-562-9050

Deborah Devaull



Deborah Devaull
12/04/2003 08:55 AM

To: Marilyn Hartley/R5/USDAFS@FSNOTES, Kathy
Clement/R5/USDAFS@FSNOTES
cc:
Subject: November Invoice

Good morning. Please review invoice attached from One World. Let me know if you concur. Thanks Deb

USDA Forest Service
Deborah DeVaul
Contracting Officer
Acquisition Management Staff
1323 Club Drive
Vallejo, CA 94592
E-Mail - DDeVaul@fs.fed.us
Voice #707-562-8784 - Fax #707-562-9056

--- Forwarded by Deborah Devaull/R5/USDAFS on 12/04/2003 08:53 AM ---



Michael Nathan
<Michael.Nathan@ow
com.com>
12/03/2003 05:07 PM

To: ddevaull@fs.fed.us
cc: Jonathan Villet <jonathan.villet@owcom.com>
Subject: November Invoice

Hello Deborah,

Attached please find the invoice for work completed as of November 30, 2003. During our conversation yesterday, I failed to ask you which payment method you prefer to use, so I included our banking information at the bottom of the invoice in the event that you wished to use electronic funds transfer.

I will give you a call tomorrow to discuss the arrangements and answer any questions you may have.

Best Regards,

Michael Nathan

Michael Nathan

Accounting Manager
OneWorld Communications, Inc.
1874 Fell Street
San Francisco, CA 94117



voice 415.668.1935 fax 415.668.1932

USFS00414pdf.pdf

PURCHASING NOTES

RECIPTOR NOTES

REMIT ADDRESS

VID: 943205791 A
ONEWORLD COMMUNICATIONS
1874 FELL STREET

SAN FRANCISCO CA 94117
4156681935

ACTION: A TABLEID: COMT USERID: UDDE
FFIS COMMUNICATION TABLE
KEY IS REQUEST TYPE, APPLICATION ID, SEQ #

REQUEST TYPE: R APPLICATION ID: FF11 SEQ # : 042211
REQUESTER: UDDEB51 REQUEST DATE : 12/11/03 REQUEST TIME : 05:13 P.M.
COMMUNICATION TEXT:

PLEASE CHANGE VENDOR ADDRESS: 943205791 A
NEW ADDRESS: 2001 HARRISON STREET, SAN FRANCISCO, CA 94110
(415) 355-1935
THANKS DEB DEVAULL FOREST SERVICE, (707) 562-8784

01-*L030 ALL LINES ADDED

4-© 1 Sess-1 199.130.205.17 IFSB0048 1/10

RIF
1/19

ACTION: R TABLEID: COMR USERID: UDDE
FFIS COMMUNICATION RESPONSE TABLE
KEY IS REQUEST TYPE, APPLICATION ID, SEQ #

REQUEST TYPE: R APPLICATION ID: FF11 SEQ # : 042211
REQUESTER: UDDEB51 REQUEST DATE : 12/11/03 REQUEST TIME : 05:13 P.M.
COMMUNICATION TEXT:

PLEASE CHANGE VENDOR ADDRESS: 943205791 A
NEW ADDRESS: 2001 HARRISON STREET, SAN FRANCISCO, CA 94110
(415) 355-1935
THANKS DEB DEVAULL FOREST SERVICE, (707) 562-8784

RESPONSE TEXT:

REQUEST COMPLETED BY PAULA 504-255-4262

RESPONDER: APDEZ01 RESPONSE DATE: 12/12/03 RESPONSE TIME: 02:31 P.M.

January 8, 2004



RIF
1/9

Debbie,

Due to the dynamic nature of this project, as we speak, this SOW is being revised.

Even though this SOW will be slightly modified, we need to first issue a contract (P.O.), then if necessary, modify it for valid changes.

Attached is the most recent SOW

So please generate a P.O. and FedEx it to One World.

Thanks,

Don

RIF
4995

**Statement of Work
USDA Forest Service and OneWorld Communications
Sierra Nevada Forest Plan Amendment (Sierra Framework)
Supplemental Environmental Impact Statement
January 5, 2004**

Products and Services from One World Communications

1. Strategy Development and Management. COMPLETED. See Invoice USFS 0041.4 for \$9,579.14

- 1a. Overall development of strategy, planning, and project management.
- 1b. Meetings – 3 meetings at USFS – Plan and review materials and strategy for release of ROD.

2. Video Production. (Total of 2a, 2b, 2c, 2d listed below is \$26,150)

2a. Develop written treatment for a short video production (approximately 5 minutes), including audiences and objectives **COMPLETED and approved by FS in 12/15/03 memo. Not to exceed, \$750.00, estimate 54.**

2b. Proceed to production of video after review and approval of treatment by FS. *By 10:00 a.m., January 20, 2004 or sooner*, provide two BetaSP Masters, 50 VHS, 50 DVDs (with suitable packaging to complement other printed products) and a digital file suitable for streaming on the internet. Provide a text file (MS Word) of transcript of finished program for FS to use to develop closed caption versions. Provide press ready printing package (press ready digital files in both native and PDF formats with dummy mocked-up from final files and supporting specifications) for covers for VHS and DVD packaging for FS use in producing additional copies. **Not to exceed \$12,400.00, estimate 53.**

2c. Video B-Roll - Review existing FS footage (assembled by FS). Edit and label to reflect story being told by written products. *By 10:00 a.m., January 15, 2004 or sooner* provide two BetaSP Masters of final edited B-Roll ready for FS copying and distribution to media outlets. **Not to exceed \$3,000.00, estimate 12/3/03.**

2d. Develop video animation sequences to be used in B-Roll and/or short video as appropriate. Tree and shrub data was provided by FS to OWC on 12/29/03. Animation script with “comps” is to be reviewed by FS before final production or incorporation into video and B-Roll. In addition to incorporating animation into video and B-roll as appropriate, provide animation to FS on digital BetaSP master by 3:00 p.m., January 19, 2004, and on CD as flash animation suitable for web. **Not to exceed \$10,000.00, per phone con 12/18/03 with Alexander and Allen.**

3. Written Products. (Total of 3a, 3b, 3c, 3d listed below is \$23,700)

3a. Foreword to the official R.O.D. Provide a "main story" (catastrophic fire) foreword to the ROD, focusing on the main reason the Regional Forester made this decision. **Not to exceed \$2,000.00, estimate 12/3/03 and phone 12/18/03, COMPLETED.**

3b. R.O.D. Highlights - main public brochure. Prepare a brochure with photos and graphics reflecting the primary issues being addressed in the SEIS, rationale for the Regional Forester's decision. FS reviewed and approved the "look & feel" of brochures (in 3b and 3c) in memo of 12/30/03. Text for main brochure was reviewed and comments provided by FS to OWC on 1/22/03 with request for review of next iteration before going to final. Additional data was provided by FS to OWC in memos of 12/23/03. *Provide PDF "comps" for review by FS by 9 a.m. January 7, 2004 for January 7 meeting, time to be arranged. By 10:00 a.m. January 12, 2004 provide offset press ready printing package for FS printing (press ready digital files in both native and PDF formats with dummy mocked-up from final files and supporting specifications). All final products must be web ready in PDF using Adobe Acrobat Professional version 6 fully tagged and with alternative text for all graphics, tables and figures so they are 508 compliant. See Item 6, below. Not to exceed \$7,000.00, estimate 12/3/03, 12/10/03 meeting, and 12/18/03 phone call.*

3c. Secondary public brochures, in same look and feel as main public brochure for each of the following topics: Trees, Wildlife, Communities. These brochures will focus on how the prevention of catastrophic fires will benefit each of these areas. *Provide PDF "comps" for review by FS by 9 a.m. January 7, 2004 for January 7 meeting. By 10:00 a.m. January 12, 2004 provide offset press ready printing package for FS printing as in 3b. All final products must be web ready in PDF using Adobe Acrobat Professional version 6 fully tagged and with alternative text for all graphics, tables and figures so they are 508 compliant. Text also is to be supplied in MS Word. See Item 6, below. Not to exceed \$7,200.00, estimate 12/3/03 and phone 12/18/03.*

3d. *By 3:00 p.m., January 20, 2004 provide mounted display cards of any supporting maps, graphics, photos, etc. to be used in briefings, meetings and press events. By noon, January 16, provide PDF "comps" of these products for one-day review & turnaround by FS. In addition to finished, mounted display cards, provide appropriate electronic files for printing and mounting additional copies; and provide all final products web ready in PDF using Adobe Acrobat Professional version 6 fully tagged and with alternative text for all graphics, tables and figures so they are 508 compliant. Text also is to be supplied in MS Word. See Item 6, below. Not to exceed \$7,500.00, estimate 12/3/03 and phone 12/18/03.*

4. Frequently Asked Questions and Answers (FAQs). Not to exceed \$2,500.00, phone 12/18/03.

The FAQs are to include language conveying the richness of the subject matter, while remaining intelligible and presented in plain-language for diverse audiences. FAQs may be incorporated into brochures, as well as formatted as a stand-alone document.

4a. OWC to develop set of broad, general frequently asked questions and answers (FAQs) by 3:00 p.m., January 16, 2004 in MS Word. (Draft FAQs were received 12/30/03 for review by SEIS Team.)

4b. FS will develop more detailed or technical questions and answers (Q&As) for use by FS employees, and may request OWC to provide a "plain-language" review of those Q&As.

5. Regional Forester Letter to Employees. Not to exceed \$750.00, estimate 12/3/03 and phone 12/18/03

Letter to employees will describe the relationship between the Forest With a Future campaign and the SEIS and ROD for the benefit of USFS employees and requesting feedback and support. The main public brochure will accompany this letter. Provide to FS in MS Word by noon, January 20, 2004.

6. Web Site. Not to exceed \$3,000.00, estimate 12/3/03 and phone con 12/18/03

By 3:00 p.m., January 19, 2004 OWC to provide new copy for web introductory page(s) and FAQs for inclusion by FS on existing FS website. Other products such as brochures, photos, animation, graphics and maps are to be provided as appropriate, for inclusion by FS on existing FS website (www.fs.fed.us/r5/snfpa). All products for written materials should be web ready in PDF using Adobe Acrobat Professional version 6 fully tagged and with alternative text for all graphics, tables and figures so that they are 508 compliant). Text also is to be supplied in MS Word.

7. Training. \$1,200.00, estimate 12/3/03 and phone 12/18/03

Purpose of training is to advise on techniques for incorporating themes and key messages into interviews and presentations, and, to describe the relationship between the Forest With a Future campaign and the SEIS and ROD.

7a. Provide one-to-two hour briefing/training for all Sierra Nevada forest supervisors and staff, as part of Forest Supervisor/SEIS Team meeting (40 to 60 people) *on January 8, 2004, between 10:00 a.m. and noon, at Forest Service facility in Sacramento, CA.*

7b. Provide two-to-four hour training for specific key spokespersons (RF, DRF, selected SEIS Team members, forest supervisors and district rangers, approximately 10 people.) *Tentative date is January 12, 2004, Vallejo, CA, time to be arranged.*

8. PowerPoint Presentation. \$2,700.00, work item added at 12/10/03 meeting and confirmed in 12/18/03 memo.

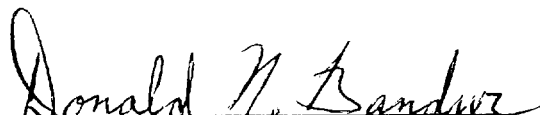
By noon, January 23, 2004 provide a five-to-ten minute slide presentation on highlights of the SEIS. Incorporate messages and graphics, as appropriate, from the brochures and other written materials. Provide finished product on CD using MS PowerPoint software.

9. All of the materials produced, printed and electronic, are property of the USDA Forest Service. They are not proprietary and cannot be copyrighted. The products should not carry a reference to OWC production.

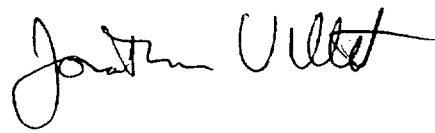
10. FS to provide hi resolution images and data for copy / graphs within two business days of OWC request, or at least two business days prior to OWC scheduled delivery of offset ready printing packages. FS to provide timely, i.e. within same day, responses to questions and materials submitted for review by OWC. If FS requires longer response times or if FS requests additional tasks, then the cost and delivery schedule may differ.

11. On FS pre-approval, OWC may purchase items necessary to complete its work, i.e. such as stock photos, with costs documented with receipts plus OWC's handling charge of 17.65% on net.

All parties mutually agree to the above performance requirements, related costs, and performance completion dates.

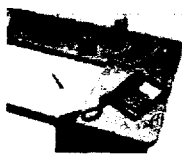

Signature, F.S. Contracting Officer

1-12-4
Date


Signature, One World Communications

Jan 9, 2004
Date

RIF
8.9.03



Deborah Devaull
12/16/2003 10:48 AM

To: Mark Allen <mark.allen@owcom.com>
cc: Kathy Clement <kclement@fs.fed.us>, Kathleen Morse <kmorse@fs.fed.us>, Marilyn Hartley <mhartley@fs.fed.us>, Stephanie Gomes <sgomes@fs.fed.us>, (bcc: Deborah Devaull/R5/USDAFS)
Subject: Re: Plan and Estimate

Good morning. Mark please have your company hold off on proposal for work until we send you our Purchase Order. We will identify work we want performed by tomorrow December 17, 2003. Thanks, Deb

USDA Forest Service
Deborah DeVaul
Contracting Officer
Acquisition Management Staff
1323 Club Drive
Vallejo, CA 94592
E-Mail - DDeVaul@fs.fed.us
Voice #707-562-8784 - Fax #707-562-9056

For Diem Rntc

SAC / Travel for Jan 2004

Mark Allen <mark.allen@owcom.com>



Mark Allen
<mark.allen@owcom.com>
12/03/2003 01:27 PM

To: Marilyn Hartley <mhartley@fs.fed.us>, Kathy Clement <kclement@fs.fed.us>, Kathleen Morse <kmorse@fs.fed.us>, Stephanie Gomes <sgomes@fs.fed.us>, Deborah DeVaul <ddevaull@fs.fed.us>
cc:
Subject: Plan and Estimate

Dear USFS Team,

We are pleased to be moving forward with a proposed plan and estimated budget envelop for our activities commencing Monday Dec. 1, through the end of the project.

Please note this does not include an estimate for a new request for a short stand alone video program which we will estimate soon and discuss separately.

We look forward to discussing this document and these plans with you soon.

Thank you,

Mark

Mark Allen
Account Executive
OneWorld Communications, Inc.
1874 Fell Street
San Francisco, CA 94117
415-668-1935
Fax 415-668-1932

www.owcom.com



USFS-SN-PI-Planning 12-01-03.



U. S. General Services



Per Diem rates for CALIFORNIA Effective October 1, 2003		State Tax Exemption List			Standard CONUS Property List		
Per diem locality (Cities not listed or located in listed counties have a Standard CONUS rate of \$55 Lodging & \$31 M&IE for FY 2004; for all other years the rate is \$55 Lodging & \$30 M&IE)		Maximum lodging (excludes taxes) (a)	+	M & IE rate (b)	=	Maximum per diem rate (4) (c)	Property Listing Update
Key city (1)	County and/or other defined location (2, 3)						Properties at Per diem
Barstow/Ontario/Victorville	San Bernardino County	84		43		127	<u>Prop. List</u>
Clearlake (May 05 - Sep 30) (Oct 01 - May 04)	Lake	85		35		120	<u>Prop. List</u> <u>Prop. List</u>
		69		35		104	
Contra Costa County	Contra Costa	108		47		155	<u>Prop. List</u>
Death Valley	Inyo	60		47		107	<u>Prop. List</u>
Fresno	Fresno	73		35		108	<u>Prop. List</u>
Kern County	Kern	68		43		111	<u>Prop. List</u>
Lemoore	Kings	67		31		98	<u>Prop. List</u>
Los Angeles	Los Angeles; Orange and Ventura	106		51		157	

	Counties; Edwards AFB; Naval Weapons Center and Ordinance Test Station, China Lake (see Santa Monica)						<u>Prop. List</u>
Mammoth Lakes	Mono	70		47		117	<u>Prop. List</u>
Marin County	Marin	108		47		155	<u>Prop. List</u>
Merced	Merced	62		35		97	<u>Prop. List</u>
Modesto	Stanislaus	60		39		99	<u>Prop. List</u>
Monterey (May 01 - Oct 31) (Nov 01 - Apr 30)	Monterey	94 75		47 47		141 122	<u>Prop. List</u> <u>Prop. List</u>
Napa (Apr 01 - Nov 15) (Nov 16 - Mar 31)	Napa	125 110		47 47		172 157	<u>Prop. List</u> <u>Prop. List</u>
Oakhurst (May 01 - Sep 30) (Oct 01 - Apr 30)	Madera	79 55		43 43		122 98	<u>Prop. List</u> <u>Prop. List</u>
Oakland	Alameda	105		43		148	<u>Prop. List</u>
Palm Springs (Jan 01 - May 31) (Jun 01 - Dec 31)	Riverside	129 84		47 47		176 131	<u>Prop. List</u> <u>Prop. List</u>
Point Arena/Gualala	Mendocino	109		43		152	<u>Prop. List</u>
Redding	Shasta	78		35		113	<u>Prop. List</u>

Redwood City/San Mateo	San Mateo	102	47	149	<u>Prop. List</u>
Sacramento	Sacramento	93	47	140	<u>Prop. List</u>
San Diego	San Diego	110	51	161	<u>Prop. List</u>
San Francisco	San Francisco	139	51	190	<u>Prop. List</u>
San Luis Obispo	San Luis Obispo	79	43	122	<u>Prop. List</u>
Santa Barbara	Santa Barbara	114	43	157	<u>Prop. List</u>
Santa Cruz	Santa Cruz	108	47	155	<u>Prop. List</u>
Santa Monica	City limits of Santa Monica	125	43	168	<u>Prop. List</u>
Santa Rosa	Sonoma	89	47	136	<u>Prop. List</u>
Solano County	Solano; Travis AFB	79	47	126	<u>Prop. List</u>
South Lake Tahoe (Jun 01 - Aug 31) (Sep 01 - May 31)	El Dorado	97	47	144	<u>Prop. List</u>
		84	47	131	<u>Prop. List</u>
Stockton	San Joaquin	73	31	104	<u>Prop. List</u>
Sunnyvale/Palo Alto/San Jose	Santa Clara	106	51	157	<u>Prop. List</u>
Tahoe City	Placer	145	47	192	<u>Prop. List</u>
Truckee (Jun 15 - Sep 30) (Oct 01 - Jun 14)	Nevada	81	47	128	<u>Prop. List</u>
		63	47	110	<u>Prop. List</u>
Visalia	Tulare	69	43	112	<u>Prop. List</u>

West Sacramento	Yolo	69	35	104	<u>Prop.</u> <u>List</u>
Yosemite National Park (May 01 - Sep 30)	Mariposa	114	47	161	<u>Prop.</u> <u>List</u>
(Oct 01 - Apr 30)		82	47	129	<u>Prop.</u> <u>List</u>

[Accessibility \(05/25/2001\) OGP-CIO](#)
[Privacy Policy](#)

*** TX REPORT ***

TRANSMISSION OK

TX/RX NO	0007	
CONNECTION TEL		914153550295
SUBADDRESS		
CONNECTION ID		
ST. TIME	12/17 15:39	
USAGE T	05'31	
PGS.	11	
RESULT	OK	

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USDA FOREST SERVICE
Region 5 – Pacific Southwest Region
1323 Club Drive
Vallejo, CA 94592

Date: 12/17/2023 Urgent: Yes No

Vendor: OneWorld Communications

Department: _____

Attention (Individuals Name): Mark

Direct # 415-355-1935 FAX # 415-355-0295

Total Number of Pages (Including Cover): 11

Comments/Special Instructions: _____

This contract will be Mailed
Fed-X

THIS FAX WAS SENT BY:

Deborah DeVane

Acquisition Management

(707) 562-8734 Direct ☎ (707) 562-9056 FAX



DELIVERY & MESSENGER SERVICE

Tax ID No. 94-3362972

JAN - 5 2004

CEP
CB

KIP 1899

Remit Payment To:
950 Riverside Pkwy, #
West Sacramento, Ca 95

INVOICE

Bill to Forest
S.M.C.

INVOICE NO.	232664
ACCOUNT NO.	18172
BILLING THRU:	12/28/03
PAGE:	1
AMOUNT ENCLOSED	

ONEWORLD COMMUNICATIONS, INC.
ATTN: JONATHAN VILLET
1874 FELL STREET
SAN FRANCISCO , CA 94117

FOR BILLING INQUIRIES CALL
1-800-443-1984

REMITTANCE ADVICE

To insure proper posting to your account, please detach and return with payment

DATE	TAG #	CALLER AUTH.	ORIGIN	DESTINATION / P.O.D.	BASE CHARGE	ADDITIONAL CHARGES	TOT
12/22/03	0312220774	CLAIR	ONEWORLD COMMUNICATIONS 2001 HARRISON ST SAN FRANCISCO CA 94117 PCS 1 WT 1 US FOREST SERVICE	RANDAL DESIGN 2325 3RD ST, STE 322 SAN FRANCISCO CA 94107	15.62 EXPRS Week Da 17:44	1.09 SC	16.71

Invoice No.	232664
Acct. No.	18172
Billing Thru:	12/28/03
Page:	1

TERMS: NET 10

Balance over 30 days subject to a Finance Charge of 1 1/2% per month or 18% per annum.

Current Charges

16.71

W1 - WAIT	WT - WEIGHT	DS - DISCOUNT	CD - C.O.D.
W2 - WAIT	DVL - DCL VALUE	SC - SURCHARGE	AF - AIR FREIGHT
M1 - MISC	M2 - MISC	M3 - MISC	





DELIVERY & MESSENGER SERVICE

Tax ID No. 94-3362972

Remit Payment To:
950 Riverside Parkway #6
West Sacramento, CA 956

INVOICE

INVOICE NO.	233957
ACCOUNT NO.	18172
BILLING THRU:	1/25/04
PAGE:	1
AMOUNT ENCLOSED	

ONEWORLD COMMUNICATIONS, INC.
ATTN: JONATHAN VILLET
2001 HARRISON STREET
SAN FRANCISCO , CA 94110

FOR BILLING INQUIRIES CALL:
1-800-443-1984

REMITTANCE ADVICE

To insure proper posting to your account, please detach and return with payment

DATE	TAG #	CALLER AUTH.	ORIGIN	DESTINATION / P.O.D.	BASE CHARGE	ADDITIONAL CHARGES	TOTAL
1/19/04	0401190298	MARK ALLEN	ONEWORLD COMMUNICATIONS 2001 HARRISON ST SAN FRANCISCO CA 94110 PCS 1 WT 1	TRANS MEDIA 719 BATTERY ST SAN FRANCISCO xx 0	13.16 EXPRS Week Da 16:03	0.92 SC	14

*2nd messenger charge to be incurred,
after animation revision is completed.*

Invoice No.	233957
Acct. No.	18172
Billing Thru:	1/25/04
Page:	1

TERMS: NET 10
Balance over 30
days subject to a
Finance Charge of
1 1/2% per month or
18% per annum.

Current Charges 14.08

W1 - WAIT	WT - WEIGHT	DS - DISCOUNT	CD - C.O.D.
W2 - WAIT	DVL - DCL VALUE	SC - SURCHARGE	AF - AIR FREIGHT
M1 - MISC	M2 - MISC	M3 - MISC	





Invoice

DATE	INVOICE NO.
1/4/2004	1806

BILL TO
Attn: Mark Allen One World Communications, Inc. 2001 Harrison Street San Francisco, CA 94110

P.O. NO.	TERMS
	Due Now

DESCRIPTION	AMOUNT
Computer Animation delivered electronically: Forest fire animation. (Payment 1 of 2, due now. Second payment will be due upon final delivery.)	1,500.00
California Sales Tax	0.00

Total	\$3,500.00
--------------	-------------------

INVOICE

Brian E. Small
12622 Promontory Rd.
Los Angeles, CA 90049
(310) 440-9443 home/work
(310) 849-0306 cell
email: BsmallFoto@aol.com

Date: January 7, 2004

S.S.# 550-13-5580

SOLD TO: OneWorld Communications
Attn: Fiona McDougall
2001 Harrison St.
San Francisco, CA 94110

<u>Photos Used</u>	<u>Description</u>	<u>Amount</u>
	Willow Flycatcher on stick from eNature website.....	\$150.00
	Reference: #BD0501	

Terms: 30 Days Net

Total \$ 150.00

Usage: One-time, non-exclusive, North American
rights only, unless otherwise specified.

Credit Must Read: © Brian E. Small

PHOTO RESEARCHERS, INC.

60 EAST 56TH STREET

NEW YORK, N.Y. 10022

(212) 758-3420

NATIONAL AUDUBON SOCIETY COLLECTION

ONE WORLD COMMUNICATIONS
2001 HARRISON STREET
SAN FRANCISCO CA 94110

ATTENTION: FIONA MCDUGALL

DATE : 01/08/2004
CUST # 230848

INVOICE # :107947

ONE TIME, NON-EXCLUSIVE UNITED STATES ENGLISH LANGUAGE REPRODUCTION RIGHTS TO THE FOLLOWING PHOTOGRAPH(S) FOR USE IN AN "USDA" PUBLIC BROCHURE FOR "USDA FOREST SERVICE." FOR LIFE OF BROCHURE.

PHOTO# T DESCRIPTION	PHOTOGRAPHER	PRICE
286986 C NORTHERN GOSHAWK - 2" X 2"	T. LEESON	150.00
	TOTAL DUE:	\$150.00

NO RIGHTS GRANTED EXCEPT THOSE ABOVE.
SUBJECT TO TERMS ON REVERSE.

THANK YOU FOR CHOOSING PHOTO RESEARCHERS,

RIGHTS AND PERMISSIONS DEPARTMENT
OUR FEDERAL I.D. NUMBER IS: 13-1845475

TYPES: B=BLACK/WHITE, C=COLOR, V=CONVERSION

Original Color Transparencies and Other Photographic Materials To Be Returned Unless Otherwise Indicated.
UNREPORTED REUSE OR EXTENDED USE SUBJECT TO DOUBLE CHARGE
NO ELECTRONIC RIGHTS GRANTED UNLESS SPECIFICALLY AGREED TO IN WRITING

TOM IRLICH
 Wildlife Photographer
 P.O. Box 361
 West Glacier, MT 59936

469271

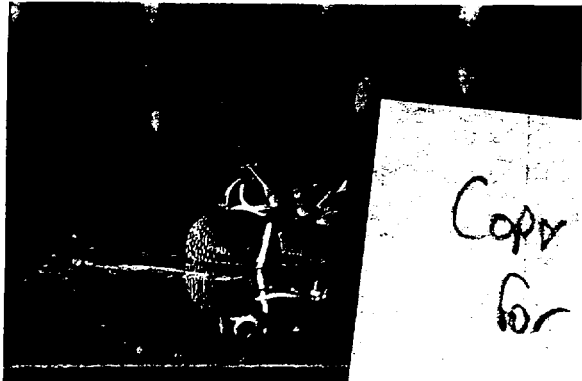
INVOICE

SOLD TO USDA FOREST SERVICE		SHIP TO ONE WORLD COMMUNICATIONS			
ADDRESS		ADDRESS 2001 HARRISON ST.			
CITY, STATE, ZIP Fiona McDougall		CITY, STATE, ZIP SAN FRAN. CA 94110			
CUSTOMER ORDER NO.	SOLD BY	TERMS	F.O.B.	DATE 1/10/04	
ORDERED	SHIPPED	DESCRIPTION	PRICE	UNIT	AMOUNT
1		One-time rights usage of PINE MARTEN in double sided A4 color flyer	150. ⁰⁰		150. ⁰⁰

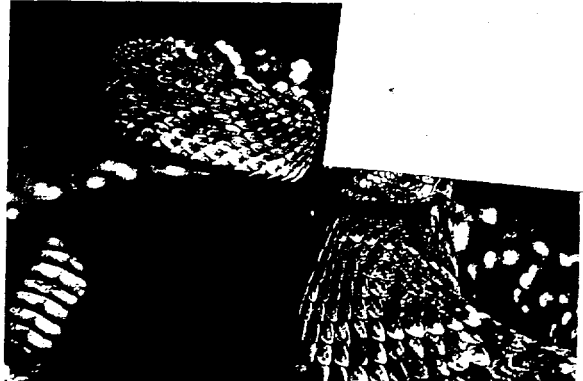
ONE man
Red USAF
photo agency
photo M/1/3/03

5840

**national & international
 Stock Photos**



Wood Duck



Diamondback



Osprey with fish

Copy for file.

USFS: 0043 Main Job

O. Box 361
 Glacier, MT 59936

5) 387-5521

QB

Colorado State University



Invoice Date:	01/12/04
Invoice Number:	SB21853

Instructional Sr
 Fort Collins, CO 805
 Federal ID NO: 84-6000-5

CSU Contact:	RENEE R MANDIS
Phone Number:	(970) 491-5417

S
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O

PIX N STONES
 ATTN: MARK ALLEN
 326 SANCHEZ ST
 SAN FRANCISCO, CA 94114

Customer Number:	999256241
PO Number:	

Item ID	Date	Description	Qty	Amount	Ex.
288733	01/12/04	WO# 11393, BETA COPY OF TV11381 -- WILDFIRE MITIGATION	1	26.80	
288734	01/12/04	OVERNIGHT PRIORITY SHIPPING	1	23.25	2

OK TO PAY
MA 1-30-04

Subtotal:	\$50.05
Sales Tax:	\$.00
Invoice Total:	\$50.05

By accepting service or goods, I agree to submit payment in full to Colorado State University for charges on this invoice. Late payment charges of 1.5% per month and other penalties specified may be assessed for late payment.

a

QB



Invoice

DATE	INVOICE NO.
1/16/2004	1808

BILL TO
Attn: Mark Allen One World Communications, Inc. 2001 Harrison Street San Francisco, CA 94110

P.O. NO.	TERMS
	Net 15

DESCRIPTION	AMOUNT
Computer Animation delivered electronically: Forest fire animation.	3,500.00
Transfer to video	200.00
(Payment 2 of 2, due now.)	
California Sales Tax	0.00

Total	\$3,700.00
--------------	-------------------

QB

Gary Williams
490 Posada Way
Fremont, CA 94536
510-797-8018
www.gwilliams.com

January 18, 2004

INVOICE

Mark Allen
OneWorld Communications
2001 Harrison St.
San Francisco, CA 94110

Invoice # 24017

Voice over narration, studio time, editing, file conversion and ftp of Forests With A Future script. Recorded at GW Prods.

PLEASE MAKE CHECK PAYABLE TO GARY WILLIAMS

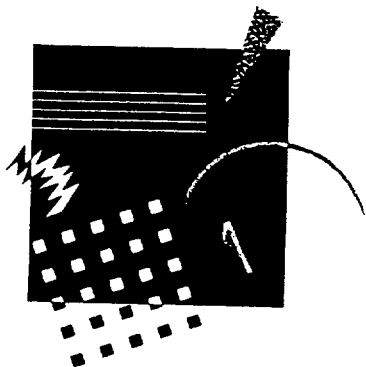
TOTAL DUE: \$450

400 USEFS:0043 OK TO PAY
50 USEFS:0048 INCOMES PICKUP

net 30

1.27.04

MA
Bill USPA FS
Video
FM 1/30/04



T 415-777-5551
F 415-777-1693
E s@stevemusic.com

Invoice

Mark Allen
ONE WORLD COMMUNICATIONS
2001 Harrison St.
San Francisco CA 94110

1/19/04 Invoice Date
8362 Invoice #
net 30 Terms
PO #

PROJECT: Forests With A Future

Music license fees (program less than 10 minutes)	\$350.00
1 CDR	\$5.00

Subtotal:	\$355.00
Tax:	\$0.00
TOTAL:	\$355.00

HANDY-HANDYMAN
(415)-934-9818
2075 MARKET S.T.
OPEN 7 DAYS A WEEK
THANK YOU

WRE
114

01-21-04 MC #:00000

229x
0.040
HARDWARE *9.16T1
HARDWARE *8.49T1
*1.50T1

16:46:25

xp: 12/05

#: 000030

\$ 19.15

TOTAL *19.15
CHARGE *19.15

AM 3-13 0093

USDA FS
1 CENTRAL PACKING SERVICE
1000 J STREET
SACRAMENTO CALIFORNIA 95814
News Corporation
WE APPRECIATE YOUR BUSINESS
COME AGAIN
01/22/04 12:46 PM 12/18/13
01/22/04 07:50 PM 01/22/04 12:46 PM
EARLY 3020 \$ 12.00
Total Fee \$ 12.00
Misc \$ 0.00
Cash Tender \$ 0.00
Change Due \$ 0.00
THANK YOU!
PLEASE DRIVE CAREFULLY

Business Wire

The Global Leader in News Distribution

Taxpayers I.D.# 94-1679585

Business Wire, A Corporation
44 Montgomery St., 39th Floor
San Francisco, CA 94104
415 986-4422 - Fax 415 788-5335
www.businesswire.com

INVOICE NO.
2518342

DATE
21-JAN-04

Page 1

DUE FROM: ONEWORLD COMMUNICATIONS, INC.
MICHAEL NATHAN
2001 HARRISON STREET
SAN FRANCISCO, CA 94110
United States
P.O. NO. USDA-FS-01

ACCOUNT NO. 2128389 USDA FOREST SERVICE

FOR: Forest Service to Announce "Forests With A Future" Campaign to Protect Against Catastrophic Wildfires, and Release Final Sierra Nevada Decision

US: CA-California
Price as per agreement

TOTAL: 175.00
-35.00
140.00

Paid by Visa/ MC Date: 28-JAN-2004

PAID

All amounts shown in US Dollars
JSDA Forest Service Matt Mathes, 707-562-9004

TERMS - PAYMENT DUE UPON RECEIPT

SERVICE CAN BE SUSPENDED FOR OVERDUE ACCOUNTS. TERMS ARE PAYMENT DUE ON RECEIPT AND CHARGES BECOME OVERDUE AFTER 30 DAYS. IF THIS INVOICE IS TURNED OVER FOR COLLECTION, DEBTOR WILL BE CHARGED FOR ALL COLLECTION COSTS, COURT COSTS AND ATTORNEY'S FEES.

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Taxpayers I.D.# 94-1679585

REMIT TO: Business Wire
P.O. BOX 45348
SAN FRANCISCO, CA 94145-0348
415 986-4422 Fax: 415 956-2191
http://www.businesswire.com/

AMOUNT ENCLOSED
PAID

U.S. DOLLARS ONLY

All amounts shown in US Dollars

ONEWORLD COMMUNICATIONS, INC.
MICHAEL NATHAN
2001 HARRISON STREET
SAN FRANCISCO, CA 94110

01662

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2325 3RD STREET, SUITE 323
 SAN FRANCISCO, CA 94107
 PH. (415) 252-1619 FAX (415) 252-1623
 www.streamlinegraphix.com

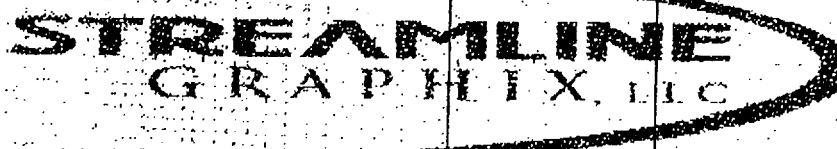
Invoice

DATE	INVOICE NO.
01/22/'04	797

BILL TO
ONE WORLD COMMUNICATIONS, INC. MS. Fiona McDougall 2001 Harrison Street San Francisco, CA 94110

SHIP TO

P.O. NO.	TERMS	REP	SHIP DA...	SHIP VIA	FOB	PROJECT
Fiona	Due on receipt	Sla	01/22/'04	Delivery	Forests	
ITEM	DESCRIPTION	QTY	RATE	AMOUNT		
Digital Bann	Digital banners - 5' x 12' Indoor vinyl w grommets	1	480.00	480.00		
32HP 24x36	HP Matte Inkjet 24 x 36 per original	10	53.00	530.00		
70C GB	GatorBoard Black 3/16' - Mounting PSF	10	42.00	420.00		
79 LA	3 ml matte lamination PSF	10	21.00	210.00		
				\$480 - 0046 Additional Tasks \$1160 - 0043 Main Job		
Thank you for your business.					Total	\$1,640.00



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326 sanchez street san francisco, ca 94114 1616

415.558.9332

415.626.7680

www.pixstones.com

Invoice

BILL TO
OneWorld Communications Mark Allen 2001 Harrison Street San Francisco, CA 94110

DATE	INVOICE NO.
1/22/2004	99269

P.O. NO.	TERMS	DUE DATE	PROJECT			
	Due on receipt	1/22/2004	Forests with a Future			
ITEM	DESCRIPTION	QTY	UOM	RATE	AMOUNT	
Inhouse Dubs	Inhouse Dubs - VHS 10 minute REVIEW DUB	3	Each	17.50	52.50	
CD350.02j	CD-R Burn	1	Each	12.50	12.50	
Beta 10m Mstr	Beta Tape(s) 10 mins - MASTER	1	Each	55.00	55.00	
VHS Dubs	VHS Inhouse Dubs - 10 min.	55	Each	7.00	385.00	
Misc	DVD Setup Fee			150.00	150.00	
Misc	DVD Encoding	12	per minute	10.00	120.00	
Misc	DVD Authoring / ProcAmp Adj	1.5	Hour(s)	100.00	150.00	
Misc	DVD-R CheckDisc (first copy)	1	Each	75.00	75.00	
Misc	DVD-R Check Disc (additional copies)	1	Each	50.00	50.00	
Misc	DVD-R Duplication w/ Packaging/Assembly	55	Each	16.00	880.00	
Comp'd Costs	Compensated Cost(s)		Each	-10.00%	-88.00	
Misc	Encoding (Windows Media)	6	per minute	10.00	60.00	
Misc	Encoding (Windows Media)	6	per minute	10.00	60.00	
Comp'd Costs	Compensated Cost(s)		Each	-100.00%	-60.00	
Misc	Encoding (Windows Media)	6	per minute	10.00	60.00	
Comp'd Costs	Compensated Cost(s)		Each	-100.00%	-60.00	
CD350.02j	CD-R Burn	1	Each	12.50	12.50	
Total					\$1,914.50	

A 2% late fee accrues for 30 days past due accounts.

Please call (415) 558-9332 immediately with any questions about this invoice.

gettyimages™

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Seattle, WA 98103

Telephone: 206 925 5000
Toll-free: 877 438 8966
gettyimages.com/creative

Thanks for your order. We're always adding new Images, products and unbeatable offers so come back soon and check us out. If you have any questions, don't hesitate to call us toll free at **877 438 8966**.

Sales order number: 2406712
Sales order date: 1/9/2004

Your order will be billed to:
Accts. Payable
OneWorld Communications
2001 Harrison Street
San Francisco
CA
94110
United States

Reference:
Job #/Reference Number: USDA FS
Ordered by: Fiona McDougall
Client: USDA FS

415.355.1935
fiona.mcdougall@owcom.com

Payment method: Credit card on behalf of
OneWorld Communications

Rights-managed and royalty-free single images

	Quantity	Price
ec4585-001 (RM) Firefighter carrying baby, blazing home in background (blurred motion)	1	\$ 472.00 USD

Collection: Stone
Photographer: Andy Sacks
Usage: External Newsletter
Print Run: Up to 50,000
Size: Up to 1/4 page
Placement: Inside
Start date: 1/8/2004
End date: 1/8/2006
Territory: United States
Industry: Social & Environmental Issues
Exclusivity: No Exclusivity
Release Information: This image has a signed model release.
Delivery Method: Customer Download
Notes: Q: 602026

Subtotal:	\$ 472.00 USD
Tax:	\$ 0.00 USD
Total:	\$ 472.00 USD
Less deposit:	\$ 472.00 USD
Total due:	\$ 0.00 USD

This order is subject to the licensing and purchasing terms that you agreed to when you originally placed your order. You can view our [refund and return policy](#) at any time.

*Sales tax is currently applied to any order with a delivery address in California, Illinois, New York and Texas. If you are paying with terms, you will receive an invoice in the mail detailing the actual sales tax applied. If you are paying by credit card, the actual tax applied will be included in the transaction amount that appears on your credit card statement. The total amount of the transaction appearing on your invoice or statement may vary slightly from the amount shown on page 3 of your online purchase order and the initial



Invoice Number: 1-568-88157
Invoice Date: Feb 02, 2004
Account Number: 2445-1537-1
Page: 3 of 3

FedEx Express Shipment Detail By Payor Type (Original)

Picked up: Jan 26, 2004 **Payor: Shipper** **Reference: USDA FS**

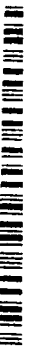
- Fuel Surcharge - FedEx has applied a fuel surcharge of 4.50% to this shipment.
- Distance Based Pricing, Zone 2
- Package sent from: 94124 zip code

Tracking ID 843277591580
 Service Type FedEx Standard Overnight
 Package Type FedEx Envelope
 Zone 2
 Packages 1
 Weight 1.0 lbs, 0.5 kgs
 Delivered Jan 27, 2004 10:48
 Svc Area AZ
 Signed by S.CAMERON
 FedEx Use 026173640/00200/

Sender
 MARK ALLEN
 ONEWORLD COMMUNICATIONS INC.
 2001 HARRISON ST
 SAN FRANCISCO CA 94110 US

Recipient
 RICK ALEXANDER
 USDA FOREST SERVICE
 1323 CLUB DR
 MARE ISLAND CA 94592 US

Transportation Charge		11.25
Discount		-1.80
Fuel Surcharge		0.43
Total Charge		
	USD \$	9.88
Shipment Detail Subtotal	USD \$	9.88



"PAYABLE UPON RECEIPT"

January 29, 2004

OneWorld Communications, Inc.
Mark Allen
Account Executive
2001 Harrison Street
San Francisco, CA 94110

Invoice # 7007

Item Description	Qty	Rate	Item Total
Wild-Life Footage Transfer	2 hrs @	\$76.10 per hour	\$152.20
Tape stock (1 Beta SP)	1	\$25.00	\$ 25.00
Total:			\$177.20

If you have any questions regarding this invoice, please contact Mark Lambert at (916) 653-9784.

Please make check payable to the **California Department of Water Resources**. Send check to Kari Carroll at 1416 Ninth Street, Room 204-18, Sacramento, California 95814.

OK TO PAY
MA 1-29-04
BILL USDA F/S
VIDEOL FM 1/30/04

NewsTrak, LLC

3104 O Street, #306
 Sacramento, CA 95816

916-453-8802

Date	INVOICE #
1/31/2004	2678

BILL TO
OneWorld Communications Michael Nathan 1874 Fell Street San Francisco, CA 94117

P.O. NO.	REP	PROJECT
		30004

QTY	DESCRIPTION	RATE	AMOUNT
2	SACRAMENTO TELEVISION CLIPS	65.00	130.00
2	SAN FRANCISCO TELEVISION	75.00	150.00
2	LOS ANGELES TELEVISION CLIPS	75.00	150.00
1	CNN BROADCAST	65.00	65.00
2	SACRAMENTO RADIO CLIPS	50.00	100.00
	"USDA Forest Service - Forests With a Future Campaign"		
	KABC-7 5pm 1/22/04 LA		
	KTLA-5 10pm " "		
	KGO-7 6pm " SF		
	KNTV-11 6pm " "		
	KCRA-3 6pm " SAC		
	KOVR-13 10pm " "		
	CNN HN 2pm PST 1/23/04 NATL		
	KFBK-am 12pm 1/22/04 SAC		
	KXJZ-fm 6pm " "		
1	ADD'L VIDEO COPIES--VHS	12.00	12.00
1	BetaCam Transfer	90.00	90.00
1	CALIFORNIA OVERNIGHT DELIVERY - 1/29/04	15.00	15.00
Total			\$712.00

RIF
2 pgs

Don Bandur
01/26/2004 03:31 PM

To: Rick Alexander/R5/USDAFS@FSNOTES, Kathy
Clement/R5/USDAFS@FSNOTES, Janice
Gauthier/R5/USDAFS@FSNOTES
cc: Deborah Devault/R5/USDAFS@FSNOTES, Don
Bandur/R5/USDAFS@FSNOTES, mark.allen@owcom.com,
jonathan.vaillet@owcom.com
Subject: Future request for a modification from OWC

Jonathan and Mark Allen from ONE World Communication contacted me last week to inform me that:

- 1) OWC will be submitting a request for partial payment for work completed.

- 2) Additional services were provided to the Forest Service that were above and beyond the original statement of work . . . and some of these services will require additional compensation. Therefore, the existing Purchase Order requires a modification.

My response to them was:

- 1) Please submit an invoice for partial payment.

- 2) Mark Allen should DRAFT statements describing each new service provided by his firm. (A new service consists of something not considered a standard overhead expense; something extra, *above and beyond* the normal course of doing business.)

- 3) Adjacent to each work statement, he should provide a total cost for the new service. (And each total cost will have separate back-up justifying the respective cost.)

- 4) Upon completion of the above, Mark Allen should provide copies of his DRAFT work and cost statements to the Forest Service representatives that were involved while OWC performed this work (i.e. Rick, Janice, Donna, Kathy, whomever, etc.)

Each Forest Service rep. should approach this review in four phases:

First verify that the work was performed correctly and that this work is indeed a new work item. Attached is the original Statement of Work developed jointly by Rick, Jonathan, and Mark Allen. If necessary, Rick can verify if a proposed item is additional work. It is essential that Rick be involved because he has been the primary F.S. Project Manager that has brought this task to fruition.

Second review the cost back-up and verify that the proposed hours and material costs appear to be fair and reasonable.

Third, if you question something, I suggest you first notify Rick for verification, then feel free to contact Mark Allen to ask for clarification. Without making any commitments, listen to his rationale and feel free to express your concerns.

Fourth and final, if you continue to question the validity of a new service or its cost, then you, Rick, and Debbie DeVaul or I, will formally negotiate these issues with Mark Allen.

On another topic, please do not ask OWC to perform additional new work without also notifying Debbie DeVaul.

Thank you for your collective efforts,
Don Bandur
(707) 562-8782

Attached is the SOW that all parties mutually agreed to:



SOW_FS_and_OWC.do



OneWorld Communications, Inc.

Invoice Number USFS:0043.7

Date 28-Jan-04

Client United States Forest Service
Pacific Southwest Region
1323 Club Drive
Vallejo, CA 94592

Contact Deborah DeVaul

Contract GSA Schedule Contract GS-23F-0383K **SIN: 738-8**

Reference SOW - Jan 5, 2003 & Public Information Activities Plan **Order# 43-91S8-4-3051**

Project Forests With a Future Campaign

Description Work Completed is billed under "Total Not to Exceed Amount"
from Jan. 5 SOW - \$60,000.
Following are actual costs for each Task, detailed in attached "Actuals" spreadsheet.

2. Video Production
2a. Developed written treatment for a short video production - \$747.00
2b. Produced six minute video program - \$14,718.00
2c. Video B-Roll, for broadcast - \$5,448.00
2d. Developed video animation sequences - \$10,033.00

3. Written Products
3a. Foreword to the official R.O.D. - \$1,469.00
3b. R.O.D. Highlights - main public brochure - \$8,808.00
3c. Secondary Public Brochures - Trees, Wildlife, Communities - \$9,602.00
3d. Mounted Display cards, maps, graphs, visual aids - \$9,179.00

4a. Frequently Asked Questions (FAQ's) - \$3,007.00
5. Regional Forester Blackwell letter to staff - \$587.00
6. Web Site Materials - \$5,310.00
7. Initial Training - \$1,141.00
8. PowerPoint Presentation - \$3,640.00

Strategy and Management - (Not charged) -\$10,245.00

Outputs (2) Beta Masters (50) VHS Tapes (52) DVD Discs
R.O.D. Highlights - main public brochure, printer ready documents
Secondary Brochures - Trees, Wildlife, Communities, printer ready documents
10 display cards, electronic files for all print products, copy sheets and other documents
as required, training sessions

Delivery January 22, 2004, Final

*RIF
Submitter
notice
3/9/05*

Marketing, Media, Advertising and Public Relations

2001 Harrison St., San Francisco, CA 94110

Tel: 415.355.1935

Fax: 415.355.0295

www.owcom.com

OWC

OneWorld Communications, Inc.

Invoice Number USFS:0043.7**LABOR ON SCHEDULE**

	Hours	Rate	Subtotal	Total
Project Management II	29.4	155.54	4,574.43	
Project Management III	88.5	89.87	7,953.50	
Media Production II	11	155.54	1,710.94	
Media Production III	75.9	115.79	8,783.83	
Graphic Design II	35	129.62	4,536.70	
Graphic Design III	124	89.87	11,139.39	
Copywriting/Scripting II	35.4	172.82	6,109.19	
Photo Editing	7.35	112.33	825.63	
PR/Media Relations II	47.5	129.62	6,156.95	
Extra Admin Support Services I	9.3	53.57	498.20	
Project Management III	114	89.87	10,245.18	
None	0	0.00	-24,095.91	
	SUBTOTAL LABOR			38,438.02

MEDIA STUDIO

	Unit	Cost	Subtotal	Total
Sound Design	3	250.59	751.77	
Audio Recording/Music Search	1	228.13	228.13	
Digitizing and Editing Video B-Roll	10	181.46	1,814.60	
Video Editing 6 minute video	30	181.46	5,443.80	
	SUBTOTAL MEDIA STUDIO			8,238.30

TRAVEL

	Unit	Cost	Subtotal	Total
Bridge Tolls	4	2.00	8.00	
2 Round Trips to Vallejo	154	0.36	55.44	
	SUBTOTAL TRAVEL			63.44

PURCHASES TO BE DOCUMENTED

	Unit	Cost	Subtotal	Total
Moving Media Production of animation	1	7,000.00	7,000.00	
Streamline Graphix HP Matte Inkjet 26 x	1	530.00	530.00	
Streamline Graphix Gatorboard Black 3/16	1	420.00	420.00	
Pix & Stones DVD Setup, Mastering	1	420.00	420.00	
Narration 6 Minute Video Program	1	400.00	400.00	
Steve Shapiro Music Music license fees	1	350.00	350.00	
Streamline Graphix 3 ml matte lamination	1	210.00	210.00	
Moving Media Transfer Animation to Video	1	200.00	200.00	
Kinko's printing of DVD and VHS Labels	1	135.32	135.32	
Pix & Stones DVD-R Check Discs (2)	1	125.00	125.00	
Domain Bank.net Forest Service Domain N	1	105.00	105.00	
Pix & Stones Windows Media encoding	1	60.00	60.00	
Pix & Stones Beta SP 10 Minute Master	1	55.00	55.00	
Pix & Stones VHS Dubs	1	52.50	52.50	
Pix & Stones CDR Burn	1	25.00	25.00	
Pix & Stones DVD-R Duplication, printing	52	14.40	748.80	
Pix & Stones VHS Dubs - 10 Minute	50	7.00	350.00	

Marketing, Media, Advertising and Public Relations

OWC

OneWorld Communications, Inc.

Invoice Number USFS:0043.7

	Subtotal	11,186.62	
Agency Handling Fee	17.65%	1,974.44	
SUBTOTAL PURCHASES			13,161.06
GSA IFF ON NON-LABOR 0.0075			99.18
INVOICE TOTAL:			\$60,000.00

Terms: Due Upon presentation of invoice. Thank you.

Federal EIN 94-3205791

Marketing, Media, Advertising and Public Relations

2001 Harrison St., San Francisco, CA 94110

Tel: 415.355.1935

Fax: 415.355.0295

www.owcom.com

RIF
2 pgs



Kathy Clement
02/06/2004 09:19 AM

To: Rick Alexander/R5/USDAFS@FSNOTES
cc: Deborah Devaul/R5/USDAFS@FSNOTES, Don Bandur/R5/USDAFS@FSNOTES, Marilyn Hartley/R5/USDAFS@FSNOTES, Steve Dunsky/R5/USDAFS@FSNOTES
Subject: Re: OWC invoices

Rick, Don and Deb ----this all sounds great. Let 's move forward as described below. Thanks

KATHY CLEMENT (kclement@fs.fed.us)
USDA Forest Service - RO - R5
Ecosystem Planning Director
1323 Club Drive, Vallejo, CA 94592
PHONE:707-562-8957 -- FAX: 707-562-9050

Rick Alexander

Rick Alexander
02/05/2004 12:29 PM

To: Kathy Clement/R5/USDAFS@FSNOTES
cc: Don Bandur/R5/USDAFS@FSNOTES, Deborah Devaul/R5/USDAFS@FSNOTES, Marilyn Hartley/R5/USDAFS@FSNOTES, Steve Dunsky/R5/USDAFS@FSNOTES
Subject: OWC invoices

Kathy--I left a purchase order and invoices on your desk for the One World Communications work (on GSA Schedule Contract GS-23F-0383K, USDA FS R5 RFQ-04-20-002.) Also on your desk is a listing of additional work from OWC, that you saw electronically yesterday and approved.

The purchase order totals \$69,579.14 and includes all the work on the Statement of Work, last revised January 5, 2004. (Copy of this SOW is also on your desk.)

The first invoice is dated 3-Dec-03 and has already been paid. Amount is \$9,579.14.

The second invoice is dated 28-Jan-04. Amount is \$60,000. Don Bandur and I came to review this with you today. Don and Deb Devaul are ready to process payment if it is OK with you.

Don checked and found that all of the above was obligated under NFPN and has been/will be paid from that management code. These expenses, because they were already obligated, should have been reflected in recent project manager statements, so should be no problem for fiscal on NFPN totals.

The additional work not paid for yet (see below), will be paid out of 0521 NFTM per your 2/3/04 instructions.

The additional work listed in the documentation we left on your desk shows approximately \$20,000, as follows:

\$9,963 for item 1. "Prepare and Follow-up Public Roll-out of 'Forests With A Future' Campaign"; \$8,641 for item 2. Strategic Planning and Training for Campaign Launch and Media Event"; and, and an estimated \$1500 for item 3. Revise Animation, Edit to Video Program and Re-master Video Program"

Unless you have different advice, Don recommends we request OWC to send us an invoice for items 1 and 2 of the additional work, since it is all completed. Item 3 should not be billed until we review, approve and receive the corrected animation. Estimated completion for that work is 10-14 days.

This message is from...

Rick Alexander

Forest Service Pacific Southwest Region

ph 707 562-9014, fax 707 562-9053

email ralexander@fs.fed.us



OneWorld Communications, Inc.

Invoice Number USFS:0048.6

Date 10-Feb-04

Client United States Forest Service
Pacific Southwest Region
1323 Club Drive
Vallejo, CA 94592

Contact Deborah DeVaul

Contract GSA Schedule Contract GS-23F-0383K **SIN: 738-8**

Reference Tasks Additional to SOW Requested by USDA Forest Service **Order# 43-91S8-4-3051**

Project Additional Tasks - Forests With a Future

Description

1. Provided advice and written materials to senior FS management team to refine documents such as the ROD for better internal and external communications and use, researched and purchased stock photos not available at FS for use in documents, performed any last minute changes to previously approved media materials as required by senior FS management, wrote / produced needed media materials for media event 1/22/04, advised on media contact strategy and disseminated news advisory to major media in California, and monitored / collected TV and radio news coverage in form usable in later editing. Designed and produced backdrop.
2. Provided additional in-depth guidance and training to senior regional and forest level management about the concept of the FWAFF campaign (including meetings and presentations to staff), and how to manage a new kind of proactive media event, including event script and logistical assistance
3. Revised animation, made edit to video program and re-mastered video program

Outputs

1. Suggested revisions to ROD, stock photos included in brochures, press release, news advisory dissemination, broadcast media coverage on BetaSP, DVD, and VHS, and back drop for press conference.
2. Media training, event script.
3. Revised Animation - BetaSP & Digital Beta, Revised Video Program Masters - 2 BetaSP.

Delivery 1. & 2., January 22, 2004 - 3. February 13, 2003

3995
5/19/04
Notice
RIF

Final Pymt.
-2-2004
DD

Marketing, Media, Advertising and Public Relations



OneWorld Communications, Inc.

Invoice Number USFS:0048.6

LABOR ON SCHEDULE

	Hours	Rate	Subtotal	Total
Project Management II	40.5	155.54	6,299.37	
Project Management III	14.5	89.87	1,303.12	
Media Production III	9	115.79	1,042.11	
Graphic Design II	4	129.62	518.48	
Copywriting/Scripting II	3	172.82	518.46	
Photo Editing	10	112.33	1,123.30	
PR/Media Relations II	37	129.62	4,795.94	
Extra Admin Support Services II	3	32.84	98.52	
SUBTOTAL LABOR				15,699.30

MEDIA STUDIO

	Unit	Cost	Subtotal	Total
Revise Animation Edit Studio	1.5	181.46	272.19	
Edit Revised VO/remix	1	181.46	181.46	
SUBTOTAL MEDIA STUDIO				453.65

TRAVEL

	Unit	Cost	Subtotal	Total
Mileage News Event	122	0.36	43.92	
Mileage Training Sacramento	122	0.36	43.92	
Mileage Additional Training Vallejo	60	0.36	21.60	
SUBTOTAL TRAVEL				109.44

PURCHASES TO BE DOCUMENTED

	Unit	Cost	Subtotal	Total
NewsTrak media footage	1	712.00	712.00	
Streamline Graphix Digital Backdrop	1	480.00	480.00	
Getty Images photo usage	1	472.00	472.00	
Animation Fee -will forward upon receipt	1	400.00	400.00	
Video Transfer-will forward upon receipt	1	200.00	200.00	
Wildlife footage transfer	1	177.20	177.20	
Brian E. Small Willow Flycatcher on stic	1	150.00	150.00	
Tom Ulrich One time usage of Pine Marten	1	150.00	150.00	
Photo Researchers INC. Photo Usage "Nort	1	150.00	150.00	
Business Wire Press Release	1	140.00	140.00	
Gary Williams VO pickup	1	50.00	50.00	
Colorado State Wildfire Migration	1	26.80	26.80	
Colorado State University Overnight ship	1	23.25	23.25	
Handy-Handyman rope & bun	1	19.15	19.15	
Speedway Postage and delivery	1	16.71	16.71	
Messengers	2	14.08	28.16	
Fed Ex 1/26 delivery to Rick Alexander	1	9.88	9.88	

Marketing, Media, Advertising and Public Relations



OneWorld Communications, Inc.

Invoice Number USFS:0048.6

	Subtotal	3,205.15	
Agency Handling Fee	17.65%	565.71	
	SUBTOTAL PURCHASES		3,770.86
	GSA IFF ON NON-LABOR 0.0075		29.10
	INVOICE TOTAL:		\$20,062.35

Terms: Due Upon presentation of invoice. Thank you. Federal EIN 94-3205791

Marketing, Media, Advertising and Public Relations

2001 Harrison St., San Francisco, CA 94110

Tel: 415.355.1935

Fax: 415.355.0295

www.owcom.com

Spoke w/ Marilyn
Need to speak w/ Rick
for invoice Approval.

RIF
199

4/m for Rick is out of the
office until 3/23 - will be checking
Voice-Mail. WAIT for Rick to Return my
call.

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**USDA FOREST SERVICE
Region 5 - Pacific Southwest Region
1323 Club Drive
Vallejo, CA 94592**

Date: 3/11/2004 Urgent: Yes No

Vendor: OWC

Department: _____

Attention (Individuals Name): Rick Alexander

Direct # _____ FAX # 916-640-1091

Total Number of Pages (Including Cover): 3

Comments/Special Instructions: _____

Invoice for OWC.
Orb

RIF
1/19



Kathy Clement

04/01/2004 09:46 AM

To: Rick Alexander/R5/USDAFS@FSNOTES

cc: Deborah Devaul/R5/USDAFS@FSNOTES, Don Bandur/R5/USDAFS@FSNOTES, Doug Lee/R5/USDAFS@FSNOTES, Marilyn Hartley/R5/USDAFS@FSNOTES, Peggi Lawrence/R5/USDAFS@FSNOTES

Subject: Re: OWC invoice 48.6, 10FEB 2004

I reviewed the invoice Rick gave me and agree with this assessment that all work was completed to standard and on time.

KATHY CLEMENT (kclement@fs.fed.us)
USDA Forest Service - RO - R5
Ecosystem Planning Director
1323 Club Drive, Vallejo, CA 94592
PHONE: 707-562-8957 -- FAX: 707-562-9050

Rick Alexander

Rick Alexander

03/25/2004 11:37 AM

To: Don Bandur/R5/USDAFS@FSNOTES, Deborah

Devaul/R5/USDAFS@FSNOTES, Doug Lee/R5/USDAFS@FSNOTES

cc: Marilyn Hartley/R5/USDAFS@FSNOTES, Kathy

Clement/R5/USDAFS@FSNOTES, Peggi

Lawrence/R5/USDAFS@FSNOTES

Subject: OWC invoice 48.6, 10FEB 2004

I reviewed One World Communication (OWC) Invoice USFS: 0048.6, 10 FEB 2004. The work described on the invoice and the total amount, \$20,062.35 is similar to the draft description of additional work OWC sent FS on 2/3/04. As far as I can tell, the work in invoice 0048.6 was completed to standards and on time line requested by FS. Kathy Clement should also review it, since she dealt with OWC more directly on some of the products such as the banner, the additional review of ROD and news release, scripts for announcement, etc. As project manager, she will want to see the invoice before it is paid, and may have advice on appropriate management code. I will provide a hard copy of the invoice to her.

We previously paid Invoice 0041.4, 3 DEC 2003, \$9579.14, and, Invoice 0043.7, 28 DEC 2004, \$60,000.00. Assuming the latest invoice meets Kathy's approval, it is my understanding that payment of Invoice 0048.6, 10 FEB 2004, \$20,062.35 will be the final payment on GSA Schedule Contract GS-23F-0383K. This payment brings the total paid on this contract to \$89,641.49.

This message is from...

Rick Alexander

Forest Service Pacific Southwest Region

ph 707 562-9014, fax 707 562-9053

email ralexander@fs.fed.us

RIF
3 pgs

<mark.allen@owco To: Don Bandur
<dbandur@fs.fed.us>, Rick Alexander <ralexander@fs.fed.us>,
m.com> Janice Gauthier
<jgauthier@fs.fed.us>, Kathy Clement <kclement@fs.fed.us>,
"Donna Dell'Ario"
<ddellario@fs.fed.us>, Steve Dunsky <sdunsky@fs.fed.us>
02/03/2004 05:35 cc:
PM Subject: Additional Tasks

Dear Team,

Rick and Steve have asked that we revise the fire animation and edit it into the video program. Those costs have been added into the costs we sent you all last week. We also slightly revised the PR hours based on Mitchell's actual hours. Please review these and let us know by Thursday morning if you have any questions about these tasks and associated costs.

Thank you all for your attention to this.

Don says that he would like to close out this P.O., but of course we are at your service if you have additional needs.

All the best,

Mark

Mark Allen
Account Executive
OneWorld Communications, Inc.
2001 Harrison Street
San Francisco, CA 94110
415-355-1935
Fax 415-355-0295
www.owcom.com

(See attached file: Tasks additional to SOW requested by FS3.pdf) (See attached file: OWC Additional Tasks Costs Revised.pdf)



Tasks additional to SOW requested by FS3. OWC Additional Tasks Costs Revised.1

RIF
199

Rick Alexander
03/25/2004 11:37 AM

To: Don Bandur/R5/USDAFS@FSNOTES, Deborah
Devaul/R5/USDAFS@FSNOTES, Doug Lee/R5/USDAFS@FSNOTES
cc: Marilyn Hartley/R5/USDAFS@FSNOTES, Kathy
Clement/R5/USDAFS@FSNOTES, Peggi
Lawrence/R5/USDAFS@FSNOTES
Subject: OWC invoice 48.6, 10FEB 2004

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This message is from...
Rick Alexander
Forest Service Pacific Southwest Region
ph 707 562-9014, fax 707 562-9053
email ralexander@fs.fed.us



OneWorld Communications, Inc.

We're moving!

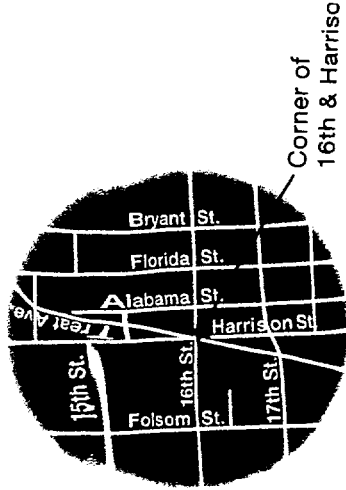
OWC will relocate to new and expanded premises to serve you better, as of December 15th. New address and contact:

OneWorld Communications
2001 Harrison Street

San Francisco, CA 94110

Tel: 415.355.1935

Fax: 415.355.0295



Marketing, Media, Advertising and Public Relations

oworld@owcom.com

www.owcom.com

RIF
3P95



OneWorld Communications, Inc.

Public Service Marketing, Advertising and Media

1874 Fell Street, San Francisco, CA 94117
Tel: 415.668.1935 Fax: 415.668.1932 www.owcom.com



Attn: Deborah DeVault
US Forestry Service
Pacific Southwest Region
1323 Club Drive
Vallejo, CA 94592

94592+110

