


BEST VALUE
BLANKET PURCHASE AGREEMENT
FEDERAL SUPPLY SCHEDULE
USDA/FNS/ASD/CMB

In the spirit of the Federal Acquisition Streamlining Act USDA/FNS/ASD/CMB and Matthews Media Group, Inc. enter into a cooperative blanket purchase agreement to further reduce the administrative costs of acquiring commercial items from the General Services Administration (GSA) Federal Supply Schedule Contract(s) GS-23F-0190M

Federal Supply Schedule contract BPAs eliminate contracting and open market costs such as: the search for sources; the development of technical documents and solicitations; and the evaluation of bids and offers. Contractor Team Arrangements are permitted with Federal Supply Schedule contractors in accordance with Federal Acquisition Regulation (FAR) Subpart 9.6.

This BPA will further decrease costs, reduce paperwork and save time by eliminating the need for repetitive, individual purchases from the Schedule contract. The end result is to create a purchasing mechanism for the **Government that works better and costs less.**

Signatures:


TINA M NEVITT
Contracting Officer
USDA/FNS/ASD/CMB

10/15/03
DATE


CONTRACTOR

10/6/03
DATE

BPA NUMBER FNS-03-337RGH-A

USDA/FNS/ASD/CMB
BLANKET PURCHASE AGREEMENT

Pursuant to GSA Federal Supply Schedule Contract Number(s) GS-23F-0190M, Blanket Purchase Agreements, the Contractor agrees to the following terms of a Blanket Purchase Agreement (BPA) EXCLUSIVELY WITH USDA/FNS:

- (1) The following contract services can be ordered under this BPA. All orders placed against this BPA are subject to the terms and conditions of the contract.

The services that can be ordered are the various tasks that are included in Matthew's proposal, dated September 22, 2003.

- (2) Delivery:

DESTINATION

DELIVERY SCHEDULE/DATES

As stated in the individual task orders

As stated in the individual task orders

- (3) The Government estimates, but does not guarantee, that the volume of purchases through this agreement will be \$100,000.00/year.
- (4) This BPA does not obligate any funds.
- (5) This BPA expires on September 30, 2006 or at the end of the contract period, whichever is earlier.
- (6) The following office(s) is hereby authorized to place orders under this BPA:
- | <u>OFFICE</u> | <u>POINT OF CONTACT</u> |
|-------------------------|----------------------------|
| <u>USDA/FNS/ASD/CMB</u> | <u>Contracting Officer</u> |
- (7) Orders will be placed against this BPA via Electronic Data Interchange (EDI), FAX, paper, or oral communications.
- (8) Unless otherwise agreed to, all deliveries under this BPA must be accompanied by delivery tickets or sales slips that must contain the following information as a minimum:
- (a) Name of Contractor;
 - (b) Contract Number;
 - (c) BPA Number;
 - (d) Model Number or National Stock Number (NSN);
 - (e) Task/Delivery Order Number;
 - (f) Date of Purchase;
 - (g) Quantity, Unit Price, and Extension of Each Item (unit prices and extensions need not be shown when incompatible with the use of automated systems; provided, that the invoice is itemized to show the information); and
 - (h) Date of Shipment.

(9) The requirements of a proper invoice are as specified in the Federal Supply Schedule contract. Invoices will be submitted to the address specified within the task/delivery order transmission issued against this BPA.

(10) The terms and conditions included in this BPA apply to all purchases made pursuant to it. In the event of an inconsistency between the provisions of this BPA and the Contractor's invoice, the provisions of this BPA will take precedence.

***IMPORTANT -- A new feature to the Federal Supply Schedules Program permits contractors to offer price reductions in accordance with commercial practice. Contractor Team Arrangements are permitted with Federal Supply Schedule contractors in accordance with FAR Subpart 9.6.**

UNITED STATES DEPARTMENT OF AGRICULTURE

Purchase Order

FOR AGENCY USE ONLY
AE03044700

1. PAGE NO. 1	2. RECEIVING OFFICE NO 3198	3. CONTRACT NO. FNS-03-337-RGH-A	4. ORDER DATE 09/30/2003	5. SF-281	6. UNIT CODE	7. FUND CODE WD	8. ORDER NO. 43-3198-3-0180	9. SUB 00
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9a. TYPE PURCHASE <input type="checkbox"/> PURCHASE ORDER <input checked="" type="checkbox"/> DELIVERY ORDER	9b. SELLER'S IDENT NO.	9c. FORM 1099 <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES	9d. TAXPAYER'S IDENT NO.
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10. TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)
MATTHEWS MEDIA GROUP, INC.
2600 TOWER OAKS BLV., STE 200
ROCKVILLE, MD 20852

11. SHIP TO
Consignee, Address, Zip, Code, and Place of Inspection and Acceptance
USDA/FNS/OANE/NSS
ATTN: DONNA BAILEY
3101 PARK CENTER DRIVE
ALEXANDRIA, VA 22302
Room: 1020

PHONE (AC&No)

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
01		<p>All Tasks and subtasks are in accordance with the attached statement of work, and are to be performed in accordance with the contractor's proposal, dated September 22, 2003.</p> <p>ALL INVOICES MUST CONTAIN THE TAXPAYER IDENTIFICATION NUMBER (TIN)! SUBMIT INVOICE(S) TO THE FOLLOWING ADDRESS. BE SURE TO INCLUDE OUR ORDER NUMBER (BLOCK 8), YOUR REMITTANCE ADDRESS, YOUR VID NUMBER (BLOCK 10), INVOICE NUMBER, DATE, AND DOLLAR AMOUNT. DO NOT INCLUDE OUR SHIPPING ADDRESS ON INVOICE(S).</p> <p>USDA, NATIONAL FINANCE CENTER P.O. BOX 60075 NEW ORLEANS, LA 70160</p> <p>SUBMIT INVOICE(S), CITING OUR ORDER NUMBER, TO: USDA, FNS, ACCT DIV TYPE-43 INVOICE 3101 PARK CENTER DRIVE ALEXANDRIA, VA 22302</p> <p>BE SURE TO INCLUDE YOUR REMITTANCE ADDRESS, INVOICE NUMBER, DATE, DOLLAR AMOUNT, AND</p>	2500	01	1	LOT	99,256.41	99,256.41

20a. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)()

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT

CONTRACT ID CODE

PAGE OF PAGES

1

1

2. AMENDMENT/MODIFICATION NO. MOD 1	3. EFFECTIVE DATE Jan. 30, 2004	4. ACQUISITION/PURCHASE REG. NO.	5. PROJECT NO. (If applicable)
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6. ISSUED BY USDA, FOOD & NUTRITION SERVICE CONTRACT MANAGEMENT BRANCH, ASD 3101 Park Center Drive, Room 228 Alexandria, VA 22302	7. ADMINISTERED BY (If other than Item 6)
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8. NAME AND ADDRESS OF CONTRACTOR (No, street, county, State and ZIP Code) MATTHEWS MEDIA GROUP, INC. 2600 TOWER OAKS BLVD. SUITE 200 ROCKVILLE, MD. 20852	9A. AMENDMENT OF SOLICITATION NO. (Check one)
	9B. DATED (See Item 11)
	10A. MODIFICATION OF CONTRACT/ORDER NO. X FS-03-337-RGH / 43-3198-3-0180
10B. DATE (See Item 13) 9-30-2003	

CODE FACILITY CODE

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

The above numbered solicitation is amended as set forth in item 14. The hour and date specified for receipt of Offers is extended, is not extended.

Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods:

- (a) By completing items 8 and 15, and returning ___ copies of the amendment;
- (b) By acknowledging receipt of this amendment on each copy of the offers submitted; or
- (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. **FAILURE OF YOUR ACKNOWLEDGEMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER.** If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPRIATION DATA (If required)

N/A

13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14. (CHECK ONE)

<input type="checkbox"/> A. THIS CHANGE ORDER IS ISSUED PURSUANT TO (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT/ORDER NO. IN ITEM 10A.
<input type="checkbox"/> B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b).
<input type="checkbox"/> C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:
X <input checked="" type="checkbox"/> D. OTHER (Specify type of modification and authority) Mutual consent of both parties.

IMPORTANT: Contractor is not, is required to sign this document and return 3 copies to the issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible)

The delivery order completion date is extended from January 30, 2004 to August 31, 2004, at no additional cost to the government.

Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.

15A. NAME AND TITLE OF SIGNER (Type or print) R. AGU - SHARA, CA	16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print) Tina M. Nevitt, Contracting Officer
15b. CONTRACTOR/OFFEROR <i>[Signature]</i> (Signature of person authorized to sign)	15c. DATE SIGNED 2/9/04
16B. UNITED STATES OF AMERICA BY <i>[Signature]</i> (Signature of Contracting Officer)	16c. DATE SIGNED 2-9-04

FOR AGENCY USE ONLY
AE03044700

UNITED STATES DEPARTMENT OF AGRICULTURE
Purchase Order

1. PAGE NO. 2	2. RECEIVING OFFICE NO. 3198	3. CONTRACT NO. FNS-03-337-RGH-A	4. ORDER DATE 09/30/2003	5. SF-281	6. UNIT CODE	7. FUND CODE WP	8. ORDER NO. 43-3198-3-0180	9. SUB 00
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10. TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.) MATTHEWS MEDIA GROUP, INC. 2600 TOWER OAKS BLV., STE 200 ROCKVILLE, MD 20852	11. SHIP TO	Consignee, Address, Zip, Code, and Place of Inspection and Acceptance USDA/FNS/OANE/NSS ATTN: DONNA BAILEY 3101 PARK CENTER DRIVE ALEXANDRIA, VA 22302 Room: 1020
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PHONE (AC&No)

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
		<p>This is a delivery order placed under GSA Federal Supply Schedule Contract. The provisions set forth in this order (including any attachments) apply, along with the terms and conditions of the GSA-FSS. If the two are in conflict, the GSA-FSS shall prevail.</p> <p>VENDOR ID (VID) NUMBERS MUST NOW BE ANNOTATED NEAR THE REMITTANCE ADDRESS ON INVOICES. YOU WILL FIND YOUR VID NUMBER ON THE THIRD LINE OF BLOCK 10. PLEASE ANNOTATE THIS NUMBER & LETTER ON INVOICES AGAINST THIS ORDER.</p> <p>Tech.Contact: DONNA BAILEY, (703) 305- 2975</p>						

20a. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)()

21. FOB Point Destination	22. DISCOUNT AND/OR NET PAYMENT TERMS Net 30 Days	22a. TYPE COMMODITY/ PAYMENT CODE: <input checked="" type="checkbox"/> X	25. Sub-Total	99,256.41
23. DELIVER TO F.O.B. ON OR BEFORE (Date) 03/31/2005	24. SHIP VIA	26. ESTIMATED FREIGHT	TOTAL	99,256.41

28. ACC LINE	29. ACCOUNTING CLASSIFICATION					30. DISTRIBUTION	31. AMOUNT
	A	B	C	D	E		
01	3041	33200					

31a. ISSUING OFFICE NAME AND ADDRESS USDA - FNS Administrative Services Division 3101 Park Center Drive Alexandria, VA 22302	31b. ORDERED BY (Name and Title) TINA M. NEVITT, Contracting Officer	31c. COMMERCIAL PHONE (Area Code and Number) (703) 305- 2265	31d. FTS PHONE NO.
31e. AUTHORIZED SIGNATURE <i>Tina M. Nevitt</i>			

Food and Nutrition Service

Blanket Purchase Agreement Marketing, Media and Public Relations Services

General Information

Purpose

In planning for the next three years, the Food and Nutrition Service (FNS) has identified a need for marketing, media and public relations services. These services would be used to develop and carry out plans for activities to promote FNS nutrition services, messages and nutrition education projects such as the nutrition education and promotion campaign Eat Smart. Play Hard.™. FNS recognizes the value of media advocacy to promote nutrition and physical activity messages in order to educate and influence behavior.

To meet this need, FNS plans to award Blanket Purchase Agreements (BPAs). Potential contractors are invited to submit information on their capabilities and experience in the areas of marketing, media and public relations to qualify for the BPA. This information will be reviewed and potential contractors will be selected to be included in the BPA. Over the next three years FNS will issue task orders with specific information on the work to be performed, as needed. This process will provide FNS with a flexible means of accomplishing the various nutrition education and promotion-related objectives and activities elaborated below.

FNS expects the task orders will call for various types of work to be performed, including, but not limited to:

- develop, implement, and track a media plan including various media components, for example the development and marketing of Public Service Announcements (PSAs), to brand and promote Eat Smart. Play Hard.™ and/or other initiatives formulating and implementing a media advisory approach and plan;
- develop a marketing plan for a social marketing campaign and implement;
- perform market analysis of target populations to determine nutrition education needs, characteristics of the target audience, etc.;
- develop marketing messages to gain broad-based and national coverage and support for FNS nutrition education initiatives such as Eat Smart. Play Hard.™ ;
- develop and implement additional public relations strategies to promote Eat Smart. Play Hard.™ and its key messages such as video news releases or satellite media tours;
- develop the Power Panther™ spokescharacter as a communication vehicle for delivering messages to children and their caregivers;
- implement appropriate strategies and channels of communication for delivering Campaign-related nutrition education to the identified target audience;
- develop a media kit to promote the Campaign;
- provide training on the media Campaign to Federal, State and local staff;

- provide conference/meeting support services by preparing prototype Power Point presentations for FNS about the campaign and the resources and tools available to support implementation;
- obtain formative input from stakeholders and intermediaries and conduct qualitative tests of products, messages and other materials with target groups.

The following sections elaborate on the types of work FNS expects to issue under this Blanket Purchase Agreement.

Background

The Food and Nutrition Service (FNS) administers the 15 nutrition assistance programs of the U.S. Department of Agriculture (USDA). (<http://www.fns.usda.gov/fns/>) For more than three decades, FNS has led America's fight against hunger and provided good nutrition through high-integrity programs delivered by State and local partnerships. The mission of FNS is to provide children and needy families better access to food and a more healthful diet through its nutrition assistance programs and comprehensive nutrition education efforts. FNS has elevated nutrition and nutrition education to a top priority in all its programs. In addition to providing access to nutritious food, FNS also works to empower program participants with knowledge of the link between diet and health.

Key Programs FNS administers include the Food Stamp Program, Child Nutrition Programs, Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), and Commodity Assistance Programs. These programs offer assistance throughout the life cycle and often reach multiple members of families. The ability of these programs to connect with millions of participants through thousands of program sites and a variety of staff increases their potential efficacy in delivering effective nutrition education. Nutrition education is a vital part of the services provided through the FNS Programs. FNS Programs use a variety of channels and tools to reach the target populations to promote healthy eating and nutrition education.

FNS Programs provide avenues to reach families with sound and reinforcing nutrition advice in ways that motivate behavior change, and to reach them in a wide assortment of settings. These settings include schools, child care facilities, prenatal clinics, hospitals, adult care sites, elderly housing, food banks, supermarkets, farmers' markets, and many more.

Eat Smart. Play Hard.[™] is a USDA national nutrition education and promotion campaign. It is designed to convey science-based, behavior-focused and motivational messages about healthy eating and physical activity based on the Dietary Guidelines for Americans and the Food Guide Pyramid. The Campaign uses Power Panther[™] as the primary communication vehicle for delivering nutrition and physical activity messages to school-aged children participating or eligible to participate in FNS nutrition assistance programs and their caregivers. Caregivers include parents, guardians, school foodservice providers, childcare providers, afterschool providers, and teachers. Current materials include a slogan, posters, brochures, and activity sheets. The Campaign is designed to make positive changes in eating and physical activity behaviors in order to improve long-term health. The website (<http://www.fns.usda.gov/eatsmartplayhard/>) gives more information on the Campaign.

Recent reports indicate that nutrition education can improve diets when behavior change is the focus and science-based educational strategies are used to design interventions targeting changes in behavior. FNS nutrition assistance programs provide an extraordinary opportunity to reach

participants with nutrition and healthy lifestyle messages, particularly children who participate during their formative years. Promoting healthy lifestyles is accomplished through program specific nutrition education initiatives. Departmental plans support coordination of program efforts to impact the FNS target population. And Eat Smart. Play Hard.™ is designed to provide an integrated, cross-program nutrition education and promotion campaign that contributes to a nutritionally knowledgeable public, motivated to make behavioral changes in order to obtain optimal health.

Objectives

This BPA is designed to provide ongoing capability to broaden and expand FNS nutrition education and promotion initiatives, such as Eat Smart. Play Hard.™, and improve FNS' ability to accomplish nutrition education and promotion goals.

The main objectives of this project are:

1. Develop and expand the media elements such as the development and marketing of Public Service Announcements (PSAs), video news releases, satellite media tours, media kits, desk-side briefings, contests, web-based advertising and other related activities, for example to brand and integrate FNS' Campaign slogan, Eat Smart. Play Hard.™, the Power Panther™ spokescharacter, and key messages.
2. Develop short- and long-term nutrition education media, marketing and promotion plans. The plans may include appropriate strategies and recommendations for the development of promotional messages and materials to support the Campaign and other FNS interventions. Identify market segments of the population to target and prioritize and identify appropriate strategies and channels of communication for the target audience segments identified.
3. Develop training programs and approaches with supporting materials to facilitate implementation of nutrition education initiatives at State and local levels.
4. Make available expertise to gain broad-based national coverage and support for FNS nutrition education initiatives including the delivery of information to the identified target audience.
5. Develop and test materials and/or communication messages to ensure relevance with the target group using a variety of methods and approaches. Materials may include written materials and audio and visual products.

Task Order Requirements

FNS will place Task Orders according to the prescribed procedures.

After receiving a Task Order, the contractor shall meet the following requirements:

1. The contractor shall meet or have a conference call, with the appropriate FNS staff to discuss and clarify Task Order objectives. FNS will name the individual in charge when an order is placed. If FNS requests a meeting at the Alexandria, VA office, FNS will specify

this in the task order. The contractor shall consult with FNS to prepare the agenda for meetings.

2. The contractor shall conduct work on the Task Order in accordance with Task Order specifications.
3. The contractor shall incorporate FNS's comments on all non-final deliverables and return revised versions to the Contractor's Representative at FNS. The contractor shall receive FNS consent before making non-editorial changes to non-final deliverables beyond those requested by FNS.
4. Unless otherwise stated in the task order, vendor will be required to prepare 4 drafts of all documents including the final.

Task Order One
Eat Smart. Play Hard.™ Public Service Announcements

Overview

The United States Department of Agriculture (USDA) Food and Nutrition Service (FNS) intends to award a task order under one of the resultant BPAs to develop four (4) 30-second radio Public Service Announcements (PSA). These PSAs shall promote the FNS nutrition education and promotion campaign (known hereafter as the Campaign) Eat Smart. Play Hard.™ The PSAs are intended to educate school-aged children, ages 8-12, participating or eligible to participate in the FNS nutrition assistance program and their caregivers.

FNS launched Eat Smart. Play Hard.™ in July 2000. The campaign is designed to convey science-based, behavior-focused and motivational messages about healthy eating and physical activity. The campaign uses Power Panther™ as the primary communication vehicle for delivering nutrition and physical activity messages to children and their caregivers. Support materials include posters, a national slogan, caregiver brochures, activity sheets for kids, a bookmark, book covers, slicks, and other materials. Two short songs have been developed for the campaign. The campaign messages are based the *Dietary Guidelines for Americans* and the *Food Guide Pyramid* and focus on four major themes.

Breakfast

- Be a Role Model: Eat Breakfast with Kids (Caregivers)
- Power Up with Breakfast (Children)

Snacks

- Grab Quick and Easy Snacks (Children)

Balance

- Balance Your Day with Food and Play (Children)

Physical Activity

- Move More, Sit Less (Children)
- Make Family Time an Active Time (Caregivers)

Through the campaign, FNS plans to encourage families to adopt behaviors that are consistent with the *Dietary Guidelines for Americans* and the *Food Guide Pyramid*. The PSAs shall communicate behavioral and motivational nutrition education and physical activity messages to children and caregivers, to foster positive behavior change and lifestyle patterns.

The Eat Smart. Play Hard.™ slogan is designed to promote healthy eating and physical activity behaviors to children and their caregivers in an effort to optimize well-being and curb the prevalence of diet-related health problems. For additional information see 'What's it all about' on the FNS Eat Smart. Play Hard.™ website: <http://www.fns.usda.gov/eatsmartplayhard/>

Purpose of this Task Order

The purpose of this task order is to develop four PSAs for radio. The PSAs shall be based on the theme, Eat Smart. Play Hard.™ and include existing messages related to healthy eating and physical activity. The PSAs shall also introduce Power Panther™, the spokes character for the campaign and initiate or advance branding of the character.

Target Audience

The primary audience for the PSAs is children ages 8 to 12. The secondary audience is caregivers including: parents, guardians, childcare providers, after school providers, and teachers.

Scope of Work

Goals

The primary goal for this contract is to use media to support the **Eat Smart, Play Hard™** Campaign and motivate children and their caregivers to make healthy eating and physical activity choices.

Project Objectives

- Build recognition of Eat Smart. Play Hard.™ and of Power Panther™, the primary campaign communication vehicle
- Motivate children and caregivers to make healthy eating and physical activity a part of their lifestyle.

Approach

The contractor's technical proposal shall outline the creative approach and developmental process to be used in producing radio PSAs containing nutrition and physical activity messages, and using the campaign songs. The proposal shall address the following:

- Factors that the contractor shall consider to ensure the products engage the target audience, i.e. market analysis, other research and use of current resources such as the FNS Environmental Scan and Audience Analysis
- Marketing and distribution plan, including tracking process for PSA use.
- How the contractor shall quick start the project to meet FNS timelines.

The PSAs are to be completed within 120 days after issuance of the task order. This includes the marketing and distribution plan.

DELIVERABLES:

1. Orientation Meeting and Summary Report
2. Creative Concepts Meeting and Summary Report
3. Radio PSA Production
4. Distribution, Marketing and Tracking Plan
5. Implementation of the Distribution, Marketing, and Tracking Plan
6. Monthly Meetings
7. Monthly Reports

Task 1 - Orientation Meeting and Summary Report

The contractor shall meet with the COR and designated FNS staff in Alexandria, VA within ten (10) business days issuance of the task order. The project manager and at least one creative staff person involved with this project shall attend this meeting. The contractor in cooperation with the COR shall prepare an agenda for this meeting to discuss the following items:

- Goals and objectives for this project
- Overview of the campaign and key messages to be included in the PSAs
- Review FNS areas of assistance
- Discuss the development and review process
- Discuss formal protocols for all project communication, substantive and financial reporting requirements and procedures for the approval of all project deliverables.

Within five (5) business days following the orientation meeting, the contractor shall submit a brief summary report describing each issue discussed with the contractor and the conclusions reached.

Task 2 - Creative Concepts Meeting and Summary Report

The contractor and FNS shall meet to develop concepts and messages to be included in the PSAs. This meeting shall serve as the creative basis for the PSAs and provide the contractor with the starting point for developing scripts for the radio PSAs for FNS review and comment. A summary report outlining the agreed upon approach shall be submitted to the COR within five (5) days of the meeting.

FNS has created music and two (2) songs, which can accompany the radio PSAs. The contractor shall incorporate both FNS songs in the demonstration PSA's to allow FNS to choose the songs for the radio PSAs. The songs include the Eat Smart. Play Hard. TM slogan and other messages. Copies of the songs will be provided to contractors in a CD format. The contractor shall provide options and recommend actions of how to integrate the song(s) into the radio PSAs considering the production approach, and related cost impact, if any.

Task 3 - Radio PSA Production

The contractor shall produce four 30-second radio PSAs that target the audience of 8 to 12 year old children and/or their caregivers. The contractor for the PSAs shall incorporate as appropriate other campaign tools such as the songs and the Power Panther voice, if available. In the proposal response, contractors are invited to discuss the merits of developing a shorter or longer PSA (15 or 60 seconds) but must provide costs based on 30 seconds. The four PSAs shall maintain key themes, music, and message as appropriate so that they support, reinforce, and extend the reach of the campaign. The contractor shall specify the number of concepts, versions and reviews they will make available to FNS.

The contractor shall outline in the response proposal how they plan to test the PSAs to assure they resonate with the target audience. The contractor's testing plan shall include methods for

testing the PSAs with representative groups of the target audience. The contractor shall conduct the testing and provide a summary of the testing for FNS to review.

The contractor shall consult with the COR and the FNS representatives during the development and production phases including review and approval of draft scripts and taping to provide consultation. The contractor shall revise the PSAs both during the development and production stages based on FNS comments prior to making the final edits to the radio PSAs. The contractor's proposal should address the number of script concepts and number of revisions to achieve a final product.

Task 4 - Distribution, Marketing, and Tracking Plan

The contractor shall develop a distribution, marketing and national tracking plan for the PSAs with input from FNS. The contractor shall communicate with appropriate radio channels to ensure that PSAs reach the target audience. The contractor shall outline the distribution, marketing and tracking plan as a part of this proposal. As a part of this task, the contractor shall provide options for distribution that include the highest market exposure and best value for the government. As part of this plan in reviewing cost effective markets, the contractor shall provide cost information to FNS for purchasing air time and provide options that include airing in both public service slots and paid slots. The contractor shall provide FNS with three options to distribute and market the radio PSAs. The contractor's plan shall include a method to track the PSAs and radio broadcasts.

The contractor shall prepare the draft plan for review and comment. FNS shall provide comments within 10 business days on the draft submitted by the contractor. The contractor will have 5 business days to revise and submit the final plan for distribution, marketing and tracking. Three drafts and a final version will be required.

Task 5 – Implementation of the Distribution, Marketing and Tracking Plan

The contractor shall distribute the PSAs as defined in the approved plan. The contractor shall track the use of the PSAs in various markets and provide the COR with a report. The contractor shall provide FNS with monthly tracking reports as appropriate to communicate the progress of distribution and marketing. At the conclusion of the contract, the contractor shall provide a summary report, which describes the reach of the PSAs, if possible by geographic area, number of listeners, and format of radio station and frequency of use. The contractor's proposal in response to this request should outline both the type of tracking information that will be provided and the frequency that this information will be submitted to FNS.

Task 6- Monthly Meetings

The contractor shall participate in monthly conference calls, with the exception of quarterly face-to-face meetings, to consult and discuss progress throughout the contract. Meetings shall be held in Alexandria, VA. The contractor shall provide a short summary of all meetings within three (5) business days outlining agreement reached and FNS direction provided for confirmation by the COR.

Task 7 – Monthly Reports

The contractor will summarize all the work and expenditures during each month. The reports shall include activities, issues discussed with the COR and contractor during meetings and telephone conversations, staff time and expenditures. The report shall be no more than five (5) pages in length.

The contractor shall complete the Due Dates in the following table below and submit the completed table within five (5) business days of the orientation meeting along with the summary report.

TASK	DELIVERABLE	COPIES	DUE DATE
	Orientation Meeting and Summary Report	3	
	Creative Concepts Meeting and Summary Report	3	
3.	Radio PSA Production		
3.1	Scripts	3	
3.2	Summary Report from Testing	3	
3.3	Rough Cut of Radio PSAs	3	
3.4	Final Radio PSAs	3	
4.0	Distribution, Marketing, and Tracking Plan		
4.1	Draft of Plan	3	
4.2	Final Plan	3	
5.0	Monthly Reports from the Implementation of the Distribution, Tracking and Marketing Plan	3	
6.0	Monthly Meetings and minutes	6	
7.0	Monthly Reports	6	



TRANSMITTED via FEDERAL EXPRESS OVERNIGHT

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vice

nagement
1 Park
ter Drive

xandria, VA
02-1500

September 20, 2004

Marcia King
Matthews Media Group, Inc.
2600 Tower Oaks Blvd.
Suite 200
Rockville, MD 20857

RE: Modification for FNS-03-337RGH-A / 43-3198-3-0180

Dear Ms. King:

As discussed in the September 13, 2004, telephone discussion with Jennifer Haslip, other members of you staff, and Government personnel, the above order is being modified to extend the period of performance. As agreed, the new expiration date of the order is hereby extended from 08-31-2004 by three months for a new order expiration date of 11-31-2004.

Funding in the amount of \$1,080.99 is hereby obligated to fund the increase in the unit price authorized by the GSA Schedule.

Attached, is the modification and two (2) copies. It is requested that you review the modification, and if you concur, sign and return all copies to this office. A fully executed copy will be returned to you.

Should you have any questions, please contact Richard Hicks, of my staff. Mr. Hicks can be reached at 703-305-2261.

Sincerely,

TINA M NEVITT
Contracting Officer

Attachment

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT

CONTRACT ID CODE _____ PAGE OF PAGES
1 1

2. AMENDMENT/MODIFICATION NO. 02 3. EFFECTIVE DATE 08-31-2004 4. REQUISITION/PURCHASE REG. NO. _____ 5. PROJECT NO. (If applicable) _____

6. ISSUED BY CODE _____ 7. ADMINISTERED BY (If other than Item 6) CODE _____
USDA, FOOD & NUTRITION SERVICE
CONTRACT MANAGEMENT BRANCH, ASD
3101 Park Center Drive, Room 220
Alexandria, VA 22302

8. NAME AND ADDRESS OF CONTRACTOR (No, street, county, State and ZIP Code)
 Matthews Media Group, Inc.
 2600 Tower Oaks Blvd.
 Suite 200
 Rockville, MD 20852

9A. AMENDMENT OF SOLICITATION NO. (Check one)

9B. DATED (See Item 11)

10A. MODIFICATION OF CONTRACT/ORDER NO.
 X FNS-03-337RGH-A / 43-3198-3-0180

10B. DATE (See Item 13)
 09-30-2003

CODE _____ FACILITY CODE _____

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

The above numbered solicitation is amended as set forth in item 14. The hour and date specified for receipt of Offers is extended, is not extended.

Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods:

- (a) By completing items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. **FAILURE OF YOUR ACKNOWLEDGEMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER.** If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPRIATION DATA (If required) 304133200 Increase \$1,080.99

**13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS.
 IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14. (CHECK ONE)**

A. THIS CHANGE ORDER IS ISSUED PURSUANT TO (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.

B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b).

C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:

D. OTHER (Specify type of modification and authority)
 X Mutual Consent of Both Parties

E. IMPORTANT: Contractor is not, is required to sign this document and return 3 copies to the issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible)
 The purpose of this modification is to extend the period of performance. The new expiration date of the order is hereby extended from 08-31-2004 by three months for a new order expiration date of 11-31-2004.

Funding in the amount of \$1,080.99 is hereby obligated to fund the increase in the prices authorized by the GSA Schedule which the BPA for this order was awarded under.

Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.

15A. NAME AND TITLE OF SIGNER (Type or print) _____ 16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)
 Tina M. Nevitt, Contracting Officer

15b. CONTRACTOR/OFFEROR _____ 15C. DATE SIGNED _____ 16B. UNITED STATES OF AMERICA _____ 16C. DATE SIGNED _____

(Signature of person authorized to sign) _____ BY _____ (Signature of Contracting Officer)

Nevitt, Tina

From: Marcia King [Marcia.King@matthewsgroup.com]
Sent: Thursday, September 30, 2004 9:09 AM
To: Nevitt, Tina
Cc: Jennifer Haslip; Riyad Abu-Sharr
Subject: Order 43-3190-3-0180

Dear Tina,

MMG accepts a modification (#2) to the above referenced PO to extend the period of performance to 11/30/04 and to add \$6,953.30 in funding to cover the associated costs with managing the PO during the extended period of performance and the increased cost of labor. Per MMG's letter of 9/23/04 to you (copy attached), we will manage the PSA pitching to the previously funded levels, which were designed for roll out during a non-holiday and non-election period.

For your information, I will be leaving MMG at the end of the day. Please forward all contract related communication to Riyad Abu-Sharr, MMG's Chief Financial Officer. Riyad may be reached at the address below and by phone at 301-348-1631 or by email at riyad.abu-sharr@matthewsgroup.com.

Sincerely

*Marcia King
Manager, Contracts
Matthews Media Group, Inc.
2600 Tower Oaks Blvd., Suite 200
Rockville, MD 20852
phone: 301-348-1620
fax: 301-984-7196
email: marcia.king@matthewsgroup.com*

This e-mail is intended only for the named person or entity to which it is addressed and contains valuable business information that is privileged, confidential and/or otherwise protected from disclosure. Dissemination, distribution or copying of this e-mail or the information herein by anyone other than the intended recipient, or an employee, or agent responsible for delivering the message to the intended recipient, is strictly prohibited. All contents are the copyright property of the sender. If you are not the intended recipient, you are nevertheless bound to respect the sender's worldwide legal rights. We require that unintended recipients delete the e-mail and destroy all electronic copies in their system, retaining no copies in any media. If you have received this e-mail in error, please immediately notify us by calling us at (301) 984-7191, or e-mail to webmaster@matthewsgroup.com. We appreciate your cooperation.

9/30/2004

UNITED STATES DEPARTMENT OF AGRICULTURE

Purchase Order

FOR AGENCY USE ONLY
OA04116700

1. PAGE NO. 1	2. RECEIVING OFFICE NO. 3198	3. CONTRACT NO. FNS-03-337-RGH-A	4. ORDER DATE 09/30/2004	5. SF-281	6. UNIT CODE	7. FUND CODE WE	8. ORDER NO. 43-3198-3-0180	9. SUB 01
9a. TYPE PURCHASE <input type="checkbox"/> PURCHASE ORDER <input type="checkbox"/> DELIVERY ORDER		9b. SELLER'S IDENT NO. 521586000		9c. FORM 1099 <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES		9d. TAXPAYER'S IDENT NO. 521586000		

10. TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.) MATTHEWS MEDIA GROUP, INC. 2600 TOWER OAKS BLV., STE 200 VID521586000 A ROCKVILLE, MD 20852	11. SHIP TO USDA/FNS/OANE/NSS ATTN: DONNA BAILEY 3101 PARK CENTER DRIVE ALEXANDRIA, VA 22302 Room: 1020
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12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
02		THE PURPOSE OF THIS MODIFICATION IS TO: EXTEND THE PERIOD OF PERFORMANCE BY THREE (3) MONTHS UNTIL 11/30/2004; TO INCREASE THE FUNDING BY \$1,080.99 TO COVER THE INCREASE IN LABOR PRICES AUTHORIZED BY THE GSA SCHEDULE FOR WHICH THE BPA FOR THIS ORDER WAS AWARDED UNDER; AND, TO ADD FUNDING IN THE AMOUNT OF \$5,872.31 TO COVER THE ADDITIONAL COSTS ASSOCIATED WITH MANAGING THIS TASK UNDER THE EXTENSION PERIOD. THIS IS BEING AGREED TO BY THE CONTRACTOR, AS EVIDENCED IN THEIR LETTER, DATED SEPTEMBER 23, 2004 (COPY ATTACHED) AND THEIR E-MAIL, DATED SEPTEMBER 30, 2004 (COPY ATTACHED). THESE ACTIONS INCREASE THE TOTAL DOLLAR AMOUNT OF THE TASK ORDER FROM \$99,256.41 BY \$6,953.30, FOR A NEW TOTAL TASK ORDER AMOUNT OF \$106,209.71. ALL OTHER TERMS AND CONDITIONS OF THE TASK ORDER REMAIN IN FULL FORCE AND EFFECT.	2540	02	1	LOT	6,953.30	6,953.30
Tech.Contact: DONNA BAILEY, (703) 305- 2975								

20a. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)()		21. FOB Point Destination	22. DISCOUNT AND/OR NET PAYMENT TERMS Net 30 Days	22a. TYPE COMMODITY/ PAYMENT CODE: O	25. Sub-Total
23. DELIVER TO F.O.B. ON OR BEFORE (Date) 11/30/2004	24. SHIP VIA	26. ESTIMATED FREIGHT		27. TOTAL	

28. ACC LINE	29. ACCOUNTING CLASSIFICATION					30. DISTRIBUTION	31. AMOUNT
	A	B	C	D	E		
02	4041	33200					

31a. ISSUING OFFICE NAME AND ADDRESS USDA-FCS Administrative Services Division 3101 Park Center Drive Alexandria, VA 22302	31b. ORDERED BY (Name and Title) KAREN SCOTT, CONTRACTING OFFICER
	31c. COMMERCIAL PHONE (Area Code and Number) (703) 305- 2453
	31d. FTS PHONE NO.
31e. AUTHORIZED SIGNATURE <i>[Signature]</i>	

ISSUING OFFICE

MMLO -
Matthews
Media
Group

DISCLOSURE STATEMENT

This proposal contains information that shall not be disclosed outside the Government, and shall not be duplicated, used, or disclosed—in whole or in part—for any purpose other than to evaluate this proposal. This restriction does not limit the Government's right to use information contained in this proposal if it is obtained from another source without restriction. The information subject to this restriction is contained on all sheets herein.



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PUBLIC SERVICE ANNOUNCEMENTS FOR EAT SMART. PLAY HARD.

*Submitted to the United States Department of Agriculture
Food and Nutrition Service*

September 22, 2003

EXECUTIVE SUMMARY

MMG understands the Food and Nutrition Service's (FNS's) mission and its importance in improving the health of America's children and adolescents, and decreasing the percentage of children who are overweight to below the current 13 percent. MMG has over 16 years of experience in strategic health communications—our sole practice—and is uniquely qualified to support FNS in promoting its *Eat Smart. Play Hard.*[™] campaign, targeted to children and their caregivers, especially children in low-income or underserved families. We have developed, implemented, and promoted public education campaigns on nutrition and physical exercise, and have deep experience reaching the target population to educate them on type 2 diabetes as a danger of being overweight.

MMG takes a unique, strategic approach to campaign development and promotion, called strategic analysis mapping (SAM). MMG's use of SAM ensures that FNS's communications goals will be met with proactive, novel strategies and products that are creative, clear, and research-based. MMG's collaborative SAM process is designed to ensure that the goals are correctly identified, the objectives are measurable, and the deliverables contribute directly to reaching FNS's goals. In this proposal, we have provided a SAM chart for the development, distribution, and promotion of four radio PSAs to educate children and their caregivers about the *Eat Smart. Play Hard.* Campaign (see end of this section). MMG uses research-based social marketing theory to drive its communications plans, so the SAM may change, depending on research results.

While MMG welcomes the opportunity to develop and disseminate these PSAs, we wish to stress that we are also uniquely qualified to support FNS in its broader mission—including developing media plans, marketing plans, messages and materials, and media kits, and in conducting market research, social marketing campaigns, media training, and conference/meeting support. We have therefore included a secondary SAM that details goals, objectives, strategies, and tactics for the campaign at large, based on our preliminary research and strategy development (see end of this section). MMG would gladly work with FNS to refine the SAM and implement it under the broader BPA contract.

The following proposal details MMG's experience, approach, and qualifications for this project. It includes our understanding of the purpose, our technical approach, our staff qualifications, and our past performance.

TECHNICAL EVALUATION CRITERIA MATRIX

Evaluation Criterion	MMG's Proposal
Understanding the Purpose	<ul style="list-style-type: none"> • FNS's goal is to educate children and their caregivers about healthy nutrition and physical activity habits and to give them the tools needed to make these habits a lifelong lifestyle • MMG is familiar with FNS's programs and their goals • MMG is familiar with the research stating that 13 percent of children are overweight or obese, which can decrease life span and cause type 2 diabetes, heart disease, and other serious conditions • Children in low-income or underserved families are less educated on healthy eating and activity habits, and are less supervised during the day • Members of low-income or underserved families are often difficult-to-reach and require targeted, specialized messages to motivate them to act; MMG has built a corporate capability of communications and outreach to special populations, including low-income and underserved families • MMG understands the Government's commitment to public health through cost-effective methodologies.
Technical Approach	<ul style="list-style-type: none"> • MMG has extensive experience using social marketing theory to create public education campaigns • Highlighted experience for public relations activities includes the National Institute of Diabetes and Digestive and Kidney Diseases' Weight-Control Information Network and its pilot program <i>Sisters Together: Move More, Eat Better</i> targeted to African American women; Office on Women's Health's <i>Pick Your Path to Health</i> campaign; and National Cancer Institute's 5 A Day program • MMG can support FNS with our unique <i>CommunityConnect</i> team of outreach professionals specializing in special populations, including African Americans, Hispanic/Latinos, Asian and Pacific Islanders, Native Americans, women, children, and low-income and underserved populations • MMG has developed media relations and promotion tools for a number of Government agencies, institutes, and offices including the National Cancer Institute, the National Institute of Diabetes and Digestive and Kidney Diseases, and the Health Resources and Services Administration • MMG has a core research team lead by a market research professional with over a decade of experience; our team has conducted research for diverse health topics, including diet, obesity, and diabetes • MMG will use our unique strategic analysis mapping (SAM) approach to clearly outline project goals, and link them to measurable objectives and necessary deliverables; MMG has included a preliminary SAM for this project, which can be fine-tuned through a collaborative effort with FNS

<p>Capabilities of Proposed Staff</p>	<ul style="list-style-type: none"> • MMG has proposed a corporate monitor and project manager with over 45 years' combined experience in journalism, media relations, audiovisual production, and outreach • MMG's proposed deputy director has extensive experience working on physical activity and nutrition campaigns and other health campaigns, including building partnerships and creating curriculum materials; Ms. Krause's resume further details her experience • MMG's research director has over a decade of experience in formative and market research; he specializes in qualitative research, such as focus groups and one-on-one interviews, which allow for a deeper understanding of the motivations and tastes of a particular target audience • MMG's media relations specialist has particular experience conducting outreach to media targeting minority and underserved communities
<p>Past Performance</p>	<ul style="list-style-type: none"> • MMG is a strategic health communications company; we do health communications exclusively • Our experience has been solely in health and nutrition communications, and public education and awareness campaigns • Highlights of our experience (detailed in the Past Performance section of the proposal) are: <ul style="list-style-type: none"> o The Women, Infants, and Children (WIC) program o The <i>Weight-control Information Network (WIN)</i> for the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) o WIN's pilot program <i>Sisters Together: Move More Eat Better</i> that was aimed at preventing obesity in African American women o NCI's 5 A Day for Better Health o The DHHS Office on Women's Health (OWH) <i>Pick Your Path to Health</i> prevention campaign for women and mothers, with targeted messages for minority groups—including African American, Hispanic/Latina, Native American, Asian and Pacific Islander—as well as low-income, underserved, and women in rural areas o An OWH Web-based educational and outreach effort targeted to girls aged 9 to 14 years with chronic illness or disability



Eat Smart. Play Hard. Task 1

GOALS

- Motivate children ages 8 to 12 years and their caregivers to make healthy eating and physical activity choices
- Build recognition of *Eat Smart. Play Hard.*™ and Power Panther™

PSA RESEARCH AND DEVELOPMENT

OBJECTIVES:

- Advance the branding of Power Panther™ as the spokescharacter of the *Eat Smart, Play Hard* campaign
- Create PSAs with strong, effective messages for the target audience

STRATEGIES:

- Use primary and secondary sources, and work with FNS to segment target audience and develop a target audience profile
- Use Power Panther™ as the primary communication vehicle to deliver nutrition education and physical activity messages to audience
- Make use of existing campaign materials (e.g., songs, voices)
- Use existing FNS resources to inform message development
- Develop a profile for target audiences

DELIVERABLES:

- Participation in orientation meeting and monthly meetings with FNS
- Creative concepts meeting
- Research report detailing target audience segmentation and profile
- Key messages and concepts
- Message testing report
- PSA scripts
- Four produced 30-second radio PSAs

PSA DISTRIBUTION AND MARKETING PLAN

OBJECTIVES:

- Ensure distribution and marketing plan for the campaign will reach the target audience in all U.S. states and territories through key media outlets
- Ensure media have the tools necessary to properly promote the campaign

STRATEGIES:

- Use already-established relationships with media outlets to promote campaign
- Create additional marketing efforts to create awareness of and demand for the PSAs
- Research additional cost-effective distribution strategies, including conducting a cost analysis for paid PSAs at public service rates

DELIVERABLES:

- Partnership plan
- Distribution and marketing plans
- Press kits to promote PSAs in target audience areas
- Marketing flyer for PSAs

PSA IMPLEMENTATION

OBJECTIVES:

- Ensure smooth distribution of PSAs to all U.S. States and territories
- Create a media "buzz" for target audience

STRATEGIES:

- Work closely with networks and partnerships to ensure distribution and use of PSAs
- Create and implement a media launch that spans across communities
- Develop a national tracking plan to be used to evaluate the effectiveness of the distribution plan
- Provide Web site access to radio PSAs for use outside of segmented audiences

DELIVERABLES:

- PSA launch event
- National tracking plan
- Evaluation plan
- Monthly reports of distribution, marketing, and tracking of PSAs



EAT SMART. PLAY HARD. RECOMMENDED INTEGRATED COMMUNICATIONS PLAN

GOALS

- Encourage families to adopt behaviors consistent with the Dietary Guidelines for Americans and the Food Guide Pyramid.
- Communicate behavioral and motivational nutrition education and physical activity messages to children and caregivers.
- Foster positive behavior change to promote nutrition and health, and reduce the risk for obesity and chronic diseases.

AUDIO/ VIDEO

OBJECTIVES:

- Increase recognition of *Eat Smart. Play Hard.* and Power Panther
- Strong, effective messages for target audience
- Ensure distribution to all U.S. States and territories

STRATEGIES:

- Segment target audience; develop profile
- Use Power Panther as primary communication vehicle; make use of existing campaign materials
- Use cost-effective distribution strategies
- Maximize use of free media
- Use partnership networks for launch and distribution

TACTICS:

- Formative research to develop and test PSA messages
- Develop partnership plan
- Develop distribution and marketing plan
- Create PSA kits for radio stations and the press, including four radio PSAs and support materials
- Track use of PSAs

ORGANIZATIONAL PARTNERSHIPS

OBJECTIVES:

- Have partners committed who can help promote the campaign and its messages
- Create cost-effective partnership plan that enhances campaign resources

STRATEGIES:

- Identify potential new partners that have vested interest in childhood and nutrition
- Create tools and incentives for partner involvement

TACTICS:

- Evaluate existing partner-oriented materials
- Create materials to augment community action kits (Power Pac, ESPH collection, etc.) that demonstrate how local organizations and community groups can promote campaign messages
- Implement partner recruitment plan

FREE MEDIA

OBJECTIVES:

- Establish media partnerships to encourage free promotion of *Eat Smart. Play Hard.* and Power Panther

STRATEGIES:

- Identify reporters, producers, and media outlets most receptive to campaign messages

TACTICS:

- Establish partnership with national and local media, especially in target audience areas
- Create press kits with easy-to-use materials
- Create media list of reporters and outlets that focus on the target audience

AWARDS AND RECOGNITION

OBJECTIVES:

- Create fun, "cool" non-monetary incentives for children in order to raise interest in campaign messages

STRATEGIES:

- Identify fun ideas in focus groups for awards or certificate programs
- Use formative research with parents and caregivers to identify incentive concepts that they think would be effective

TACTICS:

- "Hungry Teacher Day" (Create a model program to stimulate classroom conversation—a teacher will act as if he or she is a Junk food Junkie)
- Create model program to stimulate classroom conversation—a teacher will act as if he or she is a junk food Junkie)
- Create contests or awards that can be administered by schools (e.g., "Create a kid-friendly food label")
- Develop a Web-based quiz that can be promoted in schools/libraries

OUTREACH TO PARENTS/CAREGIVERS

OBJECTIVES:

- Develop an outreach plan
- Create more knowledge and understanding of ramifications of poor nutrition in children

STRATEGIES:

- Focus on building tools to help adults encourage better nutrition in children
- Get adults interested in program messages

TACTICS:

- Identify and contact target publications used by adults who care for the target audience
- Create a "Health Tips" sheet that can go on a refrigerator or pantry door
- Develop an easy-to-read guide to healthy eating in fast food restaurants

WEB

OBJECTIVES:

- Create and promote Web sections that support campaign goals

STRATEGIES:

- Recognize that many children in the target audience can only use Internet at schools or libraries
- Use Web to provide additional tools for partners and stakeholders

TACTICS:

- Expand partner sections of Web site
- Ensure that all campaign materials are on USDA site and are cross-linked from partner sites
- Create a special section for pediatricians with downloadable tools

UNDERSTANDING THE PURPOSE

Good nutrition and physical activity are essential cornerstones of a healthy child's development. This message has been delivered by the FNS for decades through the Food Pyramid, the Dietary Guidelines for America, and a variety of programs including the Child Nutrition Programs. This message of healthy diet and exercise is especially critical today when over 13 percent of children and adolescents are overweight. With the dominance of sedentary video games and television and the increased consumption of greasy fast food, children have been moving less and eating more. This pattern can cause an immense burden on these children as they grow. Overweight and obesity are associated with heart disease, type 2 diabetes, certain types of cancer, stroke, arthritis, breathing problems, as well as a host of emotional and psychological disorders. Obesity not only shortens lives, it brings profound personal pain not well understood by people who have healthier weights.

MMG understands that this overweight-causing pattern is especially prevalent among low-income or underserved children. These children may not see a health care provider regularly and therefore may not be educated on healthy diet and exercise. Also, these children are more likely to live in homes with no daytime caregivers which can lead to a lack of oversight of the child's daily activities (including overeating, snacking, and sedentary activities). When a child goes unsupervised and is not educated on the proper healthy diet and level of exercise, he is likely to fall into the same overweight-causing pattern.

FNS is seeking to reach America's children and their caregivers, especially the low-income and underserved who benefit from nutrition assistance programs, to educate them on good nutrition and physical activity, and to provide them with the tools to make healthy patterns a reality in their families. One key component of achieving this mission is the well-received *Eat Smart. Play Hard.* campaign featuring the Power Panther,[™] a campaign designed to convey educational messages on nutrition and physical activity through science-based, behavior-focused, and motivational messages designed specifically for the target audience. FNS is currently seeking a firm to produce radio PSAs to promote the campaign through national and local media outlets that reach the target audience, and possibly to provide future marketing and promotion support for the *Eat Smart. Play Hard.* campaign.

Matthews Media Group, Inc. (MMG), is uniquely qualified to take on FNS's challenge and would be honored to support this important campaign. For this project, we offer:

- 16 years of experience developing and managing Government-sponsored health promotion campaigns and other communications initiatives.
- Direct experience developing, implementing, and promoting campaigns centered on overweight and obesity.
- Knowledge learned through research with overweight children and their parents conducted for several diabetes and obesity clinical study efforts.
- Deep expertise in delivering health messages to targeted audiences with a specialty in hard-to-reach populations and underserved populations, including minorities and low-income families.

- Over 16 years of experience conducting media outreach and media promotion, and strong staff experience, including a project manager with award-winning experience in media relations and a corporate monitor who is formerly an Emmy award-winning journalist.
- Experience in campaign launches and scientific announcements that garnered millions of impressions, including both the launch and the announcement of the results of the Diabetes Prevention Program (DPP), the largest diabetes prevention study to date. The study's results proved the benefit of diet and exercise over medication. MMG's combined media strategies garnered a total of 260 million impressions.

In addition to PSA development and distribution, MMG has the capability to provide FNS with a complete package of marketing, media, and public relations services. We design comprehensive and creative health communications and public relations programs that inform and motivate target audiences. MMG has extensive experience in working with both public and professional organizations to extend the scope of their outreach campaigns on the local and national levels. We view public relations and media relations as important parts of any communications campaign. MMG staff members have extensive networks of contacts in all types of media, including mass-market and niche media outlets. We use sophisticated databases, clipping services, and media lists to refine our strategy and target our pitches. We have combined our decades of experience, our news judgment, our credibility with the press, our writing skills, and our thorough knowledge of communications media to attain a highly successful record of achievement in placing stories in the press.

MMG is known for our special partnership development with media that target underserved communities, including African American, Asian and Pacific Islander, Native American/Alaska Native, and Hispanics/Latinos. Our unique MMG *CommunityConnect* team specializes in outreach to culturally diverse neighborhoods. Also, our *WomenReach* team has developed a wide distribution network to women in underserved neighborhoods all over America, and could be effective in distributing nutrition messages for children.

Much of MMG's work centers on developing communications campaigns to educate hard-to-reach populations—such as minorities, low-income audiences, and children—about vital health information. We offer FNS our unique capabilities in community outreach and in other modes of communicating to highly targeted, culturally and ethnically diverse audiences such as the youths aged 8 to 12 years who are receiving FNS nutrition assistance.

MMG *CommunityConnect*SM

MMG's specialty in community outreach and partnership development is managed and driven by MMG *CommunityConnect*SM, our team of experts in national and community partnerships, and outreach to special populations. MMG *CommunityConnect*SM employs a team of multicultural, multilingual experts who work to identify and partner with trusted community leaders to select appropriate channels of communication. We have experience in reaching a variety of specialized audiences, including both men and women, a myriad of racial and ethnic groups, older Americans, adolescents (both male and female), rural Americans, urban dwellers, health professionals, people affected by specific diseases and conditions, Americans with disabilities, and parents and their children.

Our relevant past projects are described in detail in the Past Performance section of this proposal, and include communications and public relations support for:

- The Women, Infants, and Children (WIC) program
- The *Weight-control Information Network (WIN)* for the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK)
- WIN's pilot program *Sisters Together: Move More Eat Better* that was aimed at preventing obesity in African American women
- NCI's 5 A Day for Better Health campaign
- The DHHS Office on Women's Health (OWH) *Pick Your Path to Health* prevention campaign for women and mothers, with targeted messages for minority groups—including African American, Hispanic/Latina, Native American, Asian and Pacific Islander—as well as low-income, under-served, and women in rural areas
- The OWH "Girl Power" campaign

MMG is proud of its longstanding history of communications outreach and health education campaigns with Government health agencies. Many of our programs reflect the goals of the President's "Healthier US" and HHS "Steps to a Healthier US" initiatives, which focus on nutrition, physical activity, and prevention. We also have experience reaching overweight children and their families to educate them on clinical studies being conducted on type 2 diabetes.

MMG was founded by current CEO and President Molly Matthews in 1987 with a single goal: to improve the way we deliver health messages to the public. We have never strayed from that mission. Health communications remains our sole practice, and our work is based on proven social marketing theories and innovative outreach strategies that break through walls of disparity. MMG uses evidence-based social marketing theories in combination with formative and applied research, as well as the lessons learned from our years of experience, to identify and address what makes specific communities receptive and responsive to particular messages. Our research-based approach has resulted in campaigns that have successfully encouraged people to eat right, exercise, and stop smoking; and be screened for diabetes, hypertension, cancer, tuberculosis, memory loss, depression, and other conditions.

At MMG, we start each project with the knowledge that what works for one health education program might not work for another. All of our work begins with research to understand our target audiences: their beliefs, attitudes, values, practices, cultural backgrounds, and the obstacles to changing their health behaviors. We know, for instance, that a child's caregiver can be a parent, a guardian (such as a grandparent), a childcare provider (such as a day care worker, nanny, or babysitter), a school counselor or food service provider, or a teacher. Before developing messages and tools to reach all of these audiences, it is first important to understand what will appeal to all of them and motivate them to act. We look forward to applying our approach to support FNS in promoting the *Eat Smart. Play Hard.* campaign to children and their caregivers.

TECHNICAL APPROACH

Task 1: Orientation Meeting and Summary Report

Within 10 business days of the task order, key MMG staff will meet with the Contracting Officer's Representative (COR) and designated FNS staff in Alexandria, Virginia, to discuss goals and objectives, key messages to be included in the PSAs, and the internal review and approval process. MMG recommends that the key vehicle for this discussion be the preliminary SAM chart that MMG has developed for this project (see end of Executive Summary section). We understand the importance of solidifying the project goals, tying them to measurable objectives, and designing realistic deliverables to accomplish the task. MMG will then create a brief summary report describing issues discussed, action items, and next steps.

Task 2: Creative Concepts Meeting and Summary Report

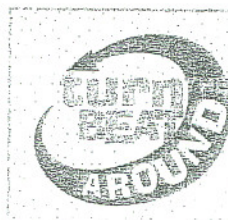
Following the orientation meeting, we will schedule a meeting to discuss creative concepts. We recommend developing a creative brief at this stage—the creative brief is a tool that MMG uses with its clients to determine goals and objectives for each creative project and to clarify and guide the team's creative thinking (see attached). We will also discuss whether to incorporate the existing FNS songs in the PSAs. MMG's philosophy is to rely on target-audience research to guide creative development. We recommend against producing finished creative materials—including radio PSA scripts—in advance of the audience research that we will discuss in Task 3.

Task 3: Radio PSA Production

We begin development of the PSAs by reviewing currently available materials aimed at this target audience, and we will also review secondary data sources to identify an appropriate segment of the target audience at which to focus the PSAs. From this profile of the target audience, and the preliminary messages developed as part of Task 2, we will conduct six focus groups to refine the messages and begin to create draft scripts.

MMG's in-house research department is versed in a wide variety of research strategies. For developing these PSAs, we recommend six focus groups—two with children in the target audience aged 8 to 10 years, two with children aged 11 to 12 years, and two with parents and caregivers. We still recommend splitting the two age groups because children develop rapidly in the pre-teen years (see sidebar). This task could be achieved with fewer focus groups, but we do not believe the results would be as definitive. By pretesting the PSAs with these focus groups, we will refine and produce the PSAs.

YOUNGER VS. OLDER CHILDREN



For a pediatric depression campaign, we developed a logo with the slogan, "Turn the Beat Around." But through research, we discovered that while older children and adults found the logo attractive, younger children did not. In order to attract the attention of younger children, we developed an additional logo with a furry lemur on it. After testing six logos, we found that the logo with the lemur won hands down.



MMG's experience in producing advertising and PSAs—radio, print, and television—is extensive. We regularly develop such products in support of health communications campaigns and patient recruitment campaigns. MMG has won prestigious awards for our work, including PSA development (see attached). We have an excellent health PSA writer in-house, and will use an audio vendor for the technical production and tracking. We will work with a production house with whom we have a relationship due to previous work. MMG has relationships with several production houses, so we can seek competitive bids and find the lowest cost for the Government. Because MMG has produced radio spots in-house in the past, and because many of our key staff are themselves former radio reporters and producers, we are able to ensure top quality, control costs, and set realistic timetables for production.

Task 4: Distribution, Marketing, and Tracking Plan

Working closely with FNS, MMG will develop a distribution, marketing, and national tracking plan for the PSAs, providing FNS with three options to choose from. We have found that the most cost-effective management of PSA tracking comes from a partnership with the right vendor. A good vendor can produce, distribute, make follow-up calls, and track for a lower package cost. Tracking would be weekly for the first two months, and twice a month after that for a specified amount of time—We recommend a year with continued follow-up calls. MMG would provide monthly reports on tracking results. We also recommend innovative media interaction to promote the PSAs, including personal calls to local radio reporters and offering radio interviews with FNS experts.

MMG understands that partnerships—with government, advocacy, and media—can be a powerful tool for disseminating health messages. We employ extensive media partnerships on behalf of our clients, and these partnerships act as a megaphone to extend the reach of the campaigns. For example, as part of MMG's support to the Office on Women's Health, MMG helped to broker partnerships with over 60 organizations, including media outlets such as the National Newspaper Publishers Association (a consortium of African American-owned newspapers), the National Hispanic Association (a consortium of over 200 newspapers targeting Hispanics), *Latina* magazine, *Heart and Soul*, and others. These partners have proved invaluable in reaching OWH's target audience of minority women. Please see the attached *Pick Your Path to Health* partners list.

We are aware that FNS already has an extensive network of partners, including the agencies and non-profit organizations that help to administer its nutrition assistance; the National WIC Association, the National Association of Family Child Care, the American Dietetic Association, the International Food Information Council, the President's Council on Physical Fitness and Sports, and YWCA. We propose that FNS reach out to these partners in order to garner a wider audience for the radio PSAs. For example, these organizations could place a mention of the availability of the PSAs in their own publications, on their Web sites (if appropriate), and in mailings to their members and constituents. Selected decision makers at these partner agencies and organizations should receive the media kit that MMG will produce in support of the PSA campaign (see below).

At the same time, MMG recommends that FNS reach out to new partners who can help to win a wider audience for the *Eat Smart. Play Hard.* message. Media partnerships, particularly, would allow for greater likelihood of airplay for the PSAs and for other information about the campaign. There is, ordinarily, limited incentive for a radio station to air any non-paid PSA. However, the potential incentive of having a station or a network's name or logo included among a listing of campaign partners might bring greater exposure for FNS's messages.

Our media relations and media buying and planning staff will identify and communicate with appropriate radio outlets in order to ensure that PSAs reach the target audience. We will rely on the research in Task 3 to guide how we place the PSAs, keeping in mind an appropriate balance of paid and free placement in order to attain both cost-effectiveness and adequate coverage. MMG will work with FNS to determine its high-priority markets, and balance this information with the cost of placing the PSAs in each individual market.

The PSA will be distributed along with a media kit that will include:

- A press release
- The existing *Eat Smart. Play Hard.* Campaign Overview
- A reminder item with the campaign's Web site address
- Sample radio script to use with FNS expert interviews
- Camera-ready art of the Power Panther and other campaign images

Working closely with FNS, MMG will develop a distribution, marketing, and national tracking plan for the PSAs. We would produce 2,500 copies of the PSA master tape, including a CD-ROM, form letters, templates for artwork, and copy for the announcer to read during an interview with FNS expert, if desired. PSA distribution can be very effective with the right vendors. A good vendor can produce and distribute the PSAs, complete follow-up calls, and track coverage, all for a lower package cost. Tracking will be weekly for approximately 20 weeks, using response cards and follow-up calls. We recognize that response cards yield only a 10 percent response, and therefore follow-up calls are necessary to garner the remainder of the information. MMG will provide monthly reports on tracking results. We also recommend innovative media interaction to promote the PSAs, including personal calls to local radio reporters and offering radio interviews with FNS experts.

Task 5: Implementation of the Distribution, Marketing, and Tracking Plan

MMG will implement the PSA launch in accordance with the plan developed in Task 4. We recommend a strategic, cost-effective launch, focusing on the target audience. We will work with FNS to identify five geographically diverse major markets in which there are high numbers of children and caregivers in the target audience. We will work with partners to do a simultaneous launch with events in each of the five markets. On the same day, we will issue a national press release, make a PSA kit available, and recommend that the USDA launch an updated piece on its Web site on the same day. The events could take place at partner radio stations, which will give them some local public relations benefits, and would ensure PSA use on those five stations. Or, we

could interest some local supermarkets, children's recreational centers, schools, or local mayor's offices to orchestrate local events, with radio news coverage. The launch would be designed to spur community-based interest in the new PSAs, the Power Panther, and healthy eating programs for children.

PSAs can be distributed by mail or by a more expensive satellite feed. MMG recommends the cost-effective mailing, in eye-catching packaging, with follow-up calls periodically. Stations who have not received or have "lost" the package can be offered the PSAs via the Web. MMG will follow up with telephone calls to selected markets, to offer health reporters interviews with FNS experts. To make this an attractive option, we can also send along an audio script so the interview can be treated as a news story. We would like to point out that the distribution method could change slightly, depending on the results of the research. For example, we would also send information on the PSAs to influentials in neighborhoods, including church leaders, the mayor's office, librarians, boys and girls' clubs, local YMCAs, and schools in target neighborhoods. We want to create a "buzz" in these communities about the Power Panther and his message. Our distribution, marketing, and tracking of the PSAs will be compiled into a monthly report. We will also provide Web site access to the radio PSAs for use outside of the segmented audiences.

Task 6: Monthly Meetings

MMG will participate in monthly conference calls and quarterly face-to-face meetings to discuss project progress and activities throughout the contract. MMG will follow each meeting with a short summary within three business days outlining agreements reached and next steps.

Task 7: Monthly Reports

MMG will provide FNS with monthly reports that summarize all project activities, issues, and expenditures.

CAPABILITIES OF PROPOSED STAFF

Carol Krause, Corporate Monitor

Carol Krause has 25 years' experience in public relations, social marketing, and broadcast media. She currently manages MMG's Communications and Public Relations Division, which includes long-term communications support contracts with the National Cancer Institute (NCI) and the HHS Human Resources Services Administration. She recently created a communications plan for the NCI Director, and has been instrumental in the ongoing development of the nation's breast cancer communications plan in the NCI Office of Education and Special Initiatives.

Before coming to MMG, Ms. Krause created the Communications Division of the HHS Office on Women's Health at the U.S. Department of Health and Human Services in the Office of the Secretary, and served as its director for 5 years. While at HHS, she created MMG's popular *Pick Your Path to Health* campaign, a community-based social marketing prevention campaign that targets underserved women. In addition, she created a broad sweeping nationwide network of for distribution of women's health messages. Ms. Krause also launched and managed the HHS National Women's Health Information Center toll-free telephone service, and Web site, which received an average of 15 million hits a month in only 3 years' time, and was just recently cited as the Federal Government's most user-friendly Web site according to the e-Government Satisfaction Index.

Before her Government service, Ms. Krause spent 15 years as an Emmy award-winning health journalist in broadcast markets all over America, including Chicago and Los Angeles. While a journalist, she was known for her breakthrough series on health issues, including heart disease, psychosocial issues, cancer, teenage pregnancy, and violence against women.

Cindy Yeast, M.A., Project Manager

Cindy Yeast is a communications professional with 18 years of experience creating, implementing, and managing successful public and media relations strategies and programs. She has a proven track record and particular expertise in working with health care organizations on the successful execution of public education efforts, and has an expertise in prevention efforts. At the American Psychological Association, Ms. Yeast oversaw an award-winning, national education campaign on the importance of mental health care to overall health. Called "Talk to Someone Who Can Help," the campaign used several researched-based themes that resonated with the public in brochures, advertising, earned media, and a Web site to motivate the target audiences to act. At MMG, she provides ongoing communications support and manages various health communications programs for government and private sector clients, including the National Cancer Institute.

Prior to joining MMG, Ms. Yeast was an independent communications consultant and the vice president of communications for the American Chiropractic Association (ACA), the nation's largest professional chiropractic association. At ACA, she directed the department responsible for the public relations, marketing, and publishing programs designed to promote a holistic view of health care, including healthy eating.

Anne Krause, M.A., Deputy Project Manager

Anne Krause, has a great deal of expertise in children's health initiatives, and she will play a major role in strategy behind the PSA messages. Throughout her career, Ms. Krause has devised multiple communication and outreach strategies to nationally distribute health information on risk factors for heart disease, including overweight and obese individuals. She served as coauthor and editor of *Physical Best K-6* (1999), a national curriculum integrating physical activity, nutrition, and general health concepts into physical education classes, and coordinated the writing and production of a national television program on children's health issues aired in June 1999 on CNBC and BRAVO network. Ms. Krause is a Certified Health Education Specialist with experience in prevention initiatives and heart health communications planning. Her training in nutrition, physical activity, and wellness programs gives her the experience to lead the coordination efforts between all of the campaign partners, as well as other FNS initiatives. Ms. Krause is known for her strategic planning expertise, and is currently finishing the coordination of a breast cancer communications plan under MMG's contract with the National Cancer Institute's (NCI) Office of Education and Special Initiatives.

Patrick Koepl, Research Director

Patrick Koepl is a qualitative research specialist with more than 10 years of experience conducting social and behavioral research in a variety of settings, including ethnographic research in health- and education-related projects. His key areas of specialization include designing, implementing, and analyzing qualitative research initiatives, including market research and programmatic evaluation. Mr. Koepl is a seasoned focus group moderator, adept at designing, moderating, and reporting on focus group research, in-depth interviews, intercept surveys, and other market research strategies. Using these skills, Mr. Koepl recently conducted focus groups to pretest of materials that had been developed for the NCI I-131 campaign (a public awareness and education campaign related to radioactive fallout from nuclear arms testing) with various high-risk and low-risk groups, and wrote the report documenting resulting recommendations for how the materials should be modified to best reach target audiences.

Karen Harris, Research Analyst

Karen Harris has a broad range of experience working on community health issues in nonprofit and Government settings. She has worked in subject areas such as heart disease prevention, promotion of healthy diet and physical activity, cancer patient education, clinical trials recruitment, and HIV/AIDS. She is a skilled researcher and writer, and is qualified in survey design and implementation, as well as project evaluation. She has researched and written policy briefs for policy makers on subjects such as family and medical leave, fast food in schools, and retirement options for older workers.

Sabrina Rahman, Associate Media Director

With more than 8 years' experience, Sabrina Rahman assists MMG clients in the media planning and buying process. As the lead media buyer for MMG, she conducts market research, planning, negotiations, and implementation of advertising campaigns in hundreds of markets across the country. Ms. Rahman is intricately involved in the analyses of the performance of media vehicles and provides the overall strategic direction of each campaign in order to ensure successful completion in the most cost-effective ways. Before beginning her career at MMG, Ms. Rahman gained hands-on experience in the field of marketing through her internship with WJLA-TV Channel 7's sales and marketing department.

Karen Leggett, Science Writer

Karen Leggett is a veteran radio broadcaster who has been writing concise, attention-getting copy about complex topics for more than 20 years. She understands what makes broadcast writing compelling and easy to understand, and can assist with dissemination to broadcast outlets. Ms. Leggett was an award-winning news writer and broadcaster on WMAL Radio in Washington, D.C., for many years, where she hosted a daily news program that frequently featured health-related topics. She has written public service announcements (PSAs) on a wide variety of social issues, and currently is writing for the Special English division of Voice of America, where she distills practical information about such critical health issues as AIDS, malaria, and reproductive health into simplified English for radio listeners overseas who are learning English. Ms. Leggett's expertise will enable her to write cogent PSAs that are easily understood, to the point, and effective.

Yvette Watson, M.A., Media Relations Specialist

Yvette Watson is experienced with media relations, materials development, special events, and writing press releases. At MMG, she executes media relations for the National Cancer Institute's Office of Communications accounts. Additionally, Ms. Watson supports the Office of Communications with press office support, media surveys, and special events. She was also instrumental in a healthy communities initiative targeting African Americans developed by a major pharmaceutical company, and has a strong link to minority media.

In addition, Ms. Watson is the account contact for the National Organization on Fetal Alcohol Syndrome where she oversees a public awareness campaign in the metropolitan area. She also worked on the Juvenile Diabetes Research Foundation and the Diabetes Prevention Program where she executes media relations and awareness for the national diabetes study.

Before joining MMG, Ms. Watson was the publicist for a National Basketball Association athlete, and managed media relations, community outreach, and special events for the athlete.

Karen Davison, Administrative Support

Karen Davison is an account coordinator with 20 years of administrative experience in the health care arena. She has helped coordinate meetings with an international scope for the National Cancer Institute (NCI), as well as meetings on a local level involving selection of venue, meeting material preparation, and post-meeting reporting. She is skilled in database creation and management for a variety of projects, and is experienced in providing a wide range of functions, including formatting documents, creating and maintaining databases, and arranging meeting logistics.

AUDIOVISUAL SUBCONTRACTORS

MMG can do much of this work in-house; however we will subcontract out the final PSA production. Although we have seasoned radio producers in-house, we feel that FNS would be best served by the professional recording and editing equipment of our subcontractors. We have relationships with several audio and video production houses that share our excitement about health communications (described below). We would contact all three to obtain a competitive cost.

Michael Heckman

Michael Heckman is a former on-air television news reporter with more than 15 years of experience writing, producing, and marketing videos, public service announcements, commercials, and documentaries. He has served as a researcher, writer, and producer for NCI videos, including *Cancer Trials... Because Lives Depend on It* and the award-winning *Strength from Unity: The Ireland-Northern Ireland - NCI Consortium*.



Ventana Productions

Armando Almanza is the founder and President of Ventana Productions, with offices in Washington, D.C., and New York City. His mission is to provide clients with a high-tech, creative environment where their tools and talents can bring concepts to life. Ventana Productions is one of the fastest growing audio and video facilities on the Mid Atlantic region, with its staff of photographers, editors, graphic artists, and producers. Its diverse client base includes Discovery Channel, National Geographic, Hill and Knowlton, Pie Town Productions, GreyStone Productions, Film Garden, MPH History Channel, MTV Networks, and several Government agencies. Ventana Productions has garnered national recognition for its award-winning production staff.

Tutman Media Communications

Tutman Media Communications (a.k.a. TMM Corp, Inc.) is a professional media production company based in Upper Marlboro, Maryland, that helps its clients find media solutions to its institutional goals. Founded in 1981, these audio and video experts specialize in creating and combining various types of electronic media to arrive at measurable end products that educate, promote, inform, and entertain. Tutman is an 8a firm, which has recently formed a strategic alliance with MMG to produce audio and video products on health topics. The Tutman team is lead by Fred Tutman, a photographer with 25 years in the business; a native Washingtonian who spend part of his childhood in Africa. TMM Corp. specializes in biomedical issues, national and international HIV/AIDS subject matter, environmental and earth sciences and public safety, and fire and emergency rescue. TMM Corp. clients include the National Eye Institute, the National Institute for Dental and Craniofacial Research Department of Housing and Urban Development, the Environmental Protection Agency, the Consumer Product Safety Commission, and the Department of Transportation.

**TUTMAN MEDIA
COMMUNICATIONS**

Media Creators & Integrators Since 1981

MMG GUIDELINES FOR WORKING WITH SUBCONTRACTORS AND VENDORS

Clear Understanding of Task: MMG has a long history of excellent relationships with subcontractors. We view our subcontractors as partners, and give them all the support and information they need to be successful. It is important to us, however, that we keep a close eye on the hours being billed by our subcontractors, and that there is a clear up-front understanding of the parameters of their task.

Personal Contact: We require an initial face-to-face meeting with the subcontractor, and if the task is complex, we bring the subcontractors to a meeting with the client.

Close Control of Budget: MMG does most of its contract work through in-house services, so our work with subcontractors is generally narrow in scope. This allows us to keep close control over costs and other details of the work. We also require daily budget assessments to ensure that our subcontractor does not go over budget, and that there are no surprises in the monthly invoice.

Access to Strategic Planning Process: Our subcontractors are given access to our creative, content and research briefs, as well as our strategic analysis mapping instruments, which are our primary quality control tools developed at the beginning of each project. These tools give a clear summary of the vision for the project, the values of the client, the target audience, the need for cultural sensitivity, and the specific requirements of each work assignment. We consistently ask our subcontractors to refer back to these tools.

Clear lines of Communication: We ask that the subcontractors communicate with us directly, and not with the client independently, unless requested by the client. If there is independent communication, we request a briefing immediately following the communication. This avoids misunderstanding and allows us to have "version control" on tasks.

Back-Up Process Always in Place: MMG also requests that our subcontractor's project managers have clearly appointed deputies who are kept abreast of the progress of the assignment.

PAST PERFORMANCE

Program	Contract No.	Monetary Value	Contract	Services	Gov't agency	Reference
National Institute of Allergy and Infectious Diseases (NIAID), PACT	No1-A0-92731	\$9,765,419	CPFF	Support for the mycobacterium TB/HIV studies	NIH/NIAID	Michael Polis NIAID NIH Building 10 Room 11C 103 Bethesda, MD 20892 301-496-8027
National Cancer Institute (NCI) Office of Communication	NO2-CO-11008	\$23,102,593	CPFF Term	Communications support	NIH/NCI	Caroline McNeil 6120 Executive Blvd. MSC 7224 Bethesda, MD 20892-7224 301-402-6002
National Institute of Diabetes and Digestive and Kidney Diseases, Diabetes Prevention Program	Multiple Contracts	\$1,410,000	T&M/PO	Clinical trial recruitment and retention for largest-ever diabetes prevention study	NIDDK	Sanford Garfield 6707 Democracy Blvd. Room 685 Bethesda, MD 20817 301-594-8803
Office on Women's Health (OWH)	213-99-0007	\$5,471,872	CR	Technical, logistical, and communications support	DHHS/OWH	Susan Clark 5600 Fishers Lane Rockville, MD 20857 301-443-1389

RELEVANT EXPERIENCE

National Institute of Diabetes and Digestive and Kidney Diseases' Weight-control Information Network Pilot Project: Sisters Together: Move More, Eat Better

MMG, in conjunction with the Boston Obesity/Nutrition Research Center, the Harvard School of Public Health, and the Tufts School of Nutrition and Science Policy, was instrumental in conceptualizing a pilot health communication program, "Sisters Together: Move More, Eat Better." This pilot program, which will ultimately be replicated for other minority populations, is designed to encourage African-American women between the ages of 18 and 35 living in Boston-area communities to maintain their weight by increasing physical activity and eating healthy foods. Using the techniques of marketing, health communications, and mass media, MMG worked with Boston-based experts throughout the research phase to collect the data upon which the communication strategies were based. Through focus group testing, MMG gained insights into the target audience's knowledge, perceptions, beliefs, and language as they related to health issues; this knowledge contributed to the development of appropriate message concepts, strategies, and a logo. From the formative research, MMG developed two themes for the campaign that addressed areas important to the African-American community. First, the concept of "Sisters Together," is consistent with increasing motivation to exercise and the cultural norm of mutual support. Second, the simple tag line "Move More, Eat Better," is consistent with studies that show that inactivity is as much responsible for weight gain as is the food choices people make. To effect grassroots behavior change, we worked with community partners—beauty salons, YWCAs, and grocery stores—within the appropriate neighborhoods.

Urban contemporary radio stations and community organizations that reach the target audience were identified as communication channels through which to disseminate messages and materials. A wide range of promotional materials featuring the campaign slogan and logo were developed and used to generate interest, increase awareness, and establish an identity for the program and to reinforce messages.

To educate the target audience about increasing physical activity, WIN facilitated the formation of walking groups and developed a "Walking" brochure specifically for African-American women. The program kickoff event was a wellness fair and "walkathon" celebrated by more than 200 community residents. The kickoff received substantial news coverage and continues to receive coverage in the Boston area and nationally, including a 2-minute feature story that was broadcast nationally on CNN this spring. (Please see our demonstration videotape for examples.) PSAs were run for 8 months on the urban contemporary station WILD. A calendar of program events was carried by Boston-area radio stations: WILD, WJMN, Jazz Oasis, Smooth Jazz, and WBZ and by Boston-area television stations WBZ, WCVB, WHDH, channel 38 and channel 56. Print media coverage included: *The Boston Globe*, *Bay State Banner*, *Dot Community News*, *The Boston Herald*, and a feature article entitled "Soul Team" in *Eating Well* magazine. For 7 weeks, "What's Cooking in the Neighborhood?" a 15-minute segment of a live Boston-area cooking show promoted the pilot program's messages and activities. Evaluation measures for the pilot program include formative, process, and outcome evaluation measures. The evaluation results help to assess strengths and weaknesses of the campaign strategies, make certain mechanisms are in place to ensure effectiveness of program activities, and monitor the short-term results of the program.

U.S. Department of Health and Human Services Office on Women's Health (OWH)

As part of this 5-year communications support contract, MMG is OWH's leading agency for health education campaigns. MMG crafted and began implementing the *Pick Your Path to Health* campaign, a national minority women's health education campaign targeting women, health care professionals, and intermediaries. To launch the campaign, MMG coordinated an opening event at Union Station in Washington, D.C., and generated coverage from several national media outlets, including *USA Today* and the *New York Times*. The key product for this campaign is a pocket sized day planner filled with practical action steps towards better health. The planner has been so popular, we have distributed a half million this year alone to women in all corners of America.

Council of Chief State School Officers and The Association of State and Territorial Health Officials' Comprehensive School Health Programs

MMG worked with the Academy for Educational Development (AED) to assist the Council of Chief State School Officers (CCSSO) and the Association of State and Territorial Health Officials (ASTHO) in their effort to increase awareness of Comprehensive School Health Programs (CSHP). MMG produced materials for CCSSO and ASTHO members to use to promote and gain support for CSHPs in their respective states. The materials (including a video, print materials, and a slide presentation with talking points) were targeted to school administrators and other personnel,

teachers, and parents. MMG tested them with administrators, teachers, and parents in different states around the country. Using intercept interviews and telegroups, MMG assisted AED in finalizing a strategic plan to help state officials tailor the CSHP messages and materials to their respective states.

National Cancer Institute Pediatric Branch's Patient Accrual Campaign

MMG designed and implemented a patient recruitment plan for the Pediatric Branch of the National Cancer Institute (NCI) to generate patient referrals from private practice physicians, managed care organizations, and other medical professionals. The plan included developing, designing, and producing publications and videotapes for patients and health professionals. Outreach efforts furthered the NCI's communication strategy. These efforts included arranging for NCI staff to speak at local organizations, writing and placing articles in health care journals, exhibiting at conferences, and conducting continuing medical education (CME) conferences attended by more than 100 physicians. This campaign was one of the first times that the NIH began to reach out to managed care—and it was successful. We found that managed care organizations not only had an effective communication network but also had financial incentives to provide referral information to their physicians. As a result of this outreach, several managed care organizations, such as the Group Health Association made unilateral decisions to refer all eligible pediatric patients with HIV or cancer to the NCI Pediatric Branch.

MMG developed, designed, produced, and disseminated publications such as the *Guide to Referring Physicians*, a four-color booklet in a question-and-answer format designed to offer physicians basic knowledge about the Branch's facilities, protocol eligibility, and referral procedures. Photos depicting children interacting comfortably with health care providers and step-by-step instructions made this guide inviting and easy to read; a newsletter with a circulation of 20,000, entitled *Clinical Research* that provided up-to-date information on current protocols, pediatric oncology/HIV research, and multidisciplinary care issues for the family physician who often does not have access to the latest scientific research. A detachable Rolodex card with direct referral telephone numbers was included with each issue of *Clinical Research* to lessen the chance that a physician would have to try several numbers at the NCI before finding the appropriate referral number; ancillary materials such as clipboards with the Pediatric Branch logo and telephone number were distributed at CME symposiums, serving as useful "take away" items for physicians to help them recall the referral option; and patient education materials such as a booklet and audiotape cassette program entitled "Help Yourself: Tips for Teenagers with Cancer," for teens newly diagnosed with cancer were also included. The materials addressed issues of a cancer diagnosis that are unique to this specialized audience. Body image, separation from parents, dealing with peers and siblings all become more complex when a teen is facing cancer. The booklet won several awards.

MMG produced four videotapes as part of the NCI patient recruitment plan: "I Need A Friend: Kids Talk About the AIDS Virus," a 15-minute videotape featuring children with HIV disease designed to educate other children, social workers, therapists, families, and medical professionals about the effect HIV has had on the children's lives; "Finding Strength, A Look At The Pediatric Branch," one 10-minute video (targeted to referring physicians and nurses) and one 20-minute video (targeted to families of children to be treated at the Branch); and "Conducting an HIV Parent Support Group," a 40-minute videotape for social workers and other mental health group workers to learn about conducting support groups for parents and guardians of children with HIV disease. We also developed two popular posters entitled "Everything You Need to Know, You Can Learn From Us" and "How To Be A Friend To Someone With HIV Disease," which were created by one of MMG's artists based on a composite of drawings by a fifth grade class following an HIV-education program MMG conducted. Although these posters have never been marketed, we have received requests for hundreds of them from schools and clinics, simply through word-of-mouth referrals.

Centers for Disease Control and Prevention's Media Campaign Resource Center for Tobacco Control

MMG provides support for the Centers for Disease Control and Prevention's (CDC) Office on Smoking and Health's (OSH) Media Campaign Resource Center for Tobacco Control. The goal of the Center is to encourage individual state health departments to launch paid advertising campaigns on tobacco prevention by sharing existing PSAs that have been successful in other states. The idea developed following the production of ad-agency quality antismoking commercials funded by dedicated cigarette taxes in California and Massachusetts. These commercials feature eye-catching visuals such as a pretty woman smoking a cigarette that was laying in the gutter next to a cockroach. Many of the commercials are available in Spanish and some feature Asian actors and are available in Chinese, Korean, and Vietnamese. MMG plays an important role in making these antismoking commercials available to other state and local health departments for their own media campaigns. The concept of making commercials produced by one state available to another state is new to actors, musicians, agents, and unions. MMG has been instrumental in negotiating innovative agreements with the Screen Actors Guild and the American Federation of Television and Radio Artists that meet the needs of the OSH and simultaneously address the proprietary interests of the performers. Our role includes developing individual media plans for states to place paid advertisements in broadcast and print media and counseling states on how to maximize their advertising budgets through cost-effective and selective media buys. Recently, for example, we advised on a \$10,000 media buy of antismoking commercials aimed at teenagers. Usually, unpaid PSAs are submitted to broadcast stations with no control over when, or even if, they are aired. The creative media buys for these commercials have resulted in a much larger percentage of the target audiences seeing these spots. This project also involves a degree of technological information transfer because we are teaching the state departments' employees how to do their own media placements.

MMG has promoted the Center to states through print publications and presentations at tobacco coalition meetings; negotiates with unions; and identifies voice talent, studios, and resources for tagging television and radio spots. A video catalog is sent to all state health departments and health related nonprofit groups so they can choose commercials for their own media campaigns. MMG also has paved the way for novel uses of these commercials on the Internet and through closed circuit television networks in schools.

National Cancer Institute's Multicultural Adolescent Community Initiative

MMG's experience in providing communications materials includes designing and implementing the educational and outreach component for the Multicultural Adolescent Community Initiative (MACI). MMG developed the project name and graphic identity after conducting extensive formative research with area youth. MMG's creative team has written and designed award-winning materials, including brochures, fact sheets, posters, and flip charts for N.E. Place, the project's adolescent health clinic. MMG's writers, graphic designers, and communications professionals work side-by-side creating materials for youth, educators, and health professionals from concept development, design, pretesting of concepts and designs, pretesting of final drafts and production. MMG has also produced two videos for the MACI project. One is an HIV risk assessment video, *Why Risk It?* that allows teens to answer questions in confidence about their risk-taking behaviors and *Real Life, Real Choices*, a video about clinical trials for HIV-positive adolescents.

NIDDK Pilot Project: Sisters Together: Move More, Eat Better

Under the National Institute of Diabetes and Digestive and Kidney Disease's (NIDDK) Weight Information Network (WIN) project, MMG—in conjunction with the NIDDK Boston Obesity/Nutrition Research Center, the Harvard School of Public Health, and the Tufts School of Nutrition and Science Policy—conceptualized and implemented a health education program, *Sisters Together: Move More, Eat Better*, for Boston-area African American women. Replicated in the Baltimore/Washington metropolitan area, this pilot program encouraged African American women ages 18 to 35 to maintain a healthy weight by increasing physical activity and eating healthy foods. Through focus group testing, MMG gained insights into the target audience's knowledge, perceptions, beliefs, and language as they related to health issues. This knowledge contributed to the development of appropriate message concepts, strategies, and a logo. We also developed a *Community Resource Guide* to enable other communities to implement health awareness campaigns based on *Sisters Together*.

"Do Yourself a Flavor" project for the National Cancer Institute's 5 A Day Campaign

MMG provided communications planning support for the NCI's national *5 a Day* campaign focusing on Hispanic and African American Audiences. We also produced 112 television and 39 radio spots for the Graham Kerr *Do Yourself a Flavor* cooking advice project for the National Cancer Institute, which reached more than 3 million households.

5-A-Day for Better Health

MMG designed a health information campaign to encourage low-income, culturally diverse women to eat a more nutritious diet as part of the 5-A-Day for Better Health program sponsored by the National Cancer Institute and the University of Maryland. MMG worked with nutritionists and community experts to design materials that allowed women in the Women, Infants and Children program to make the best dietary choices for themselves and their families. Using messages identified through the research, MMG developed a series of interventions that disseminated information and reinforced positive choices, including a video to present the program and foster discussion; a 16-page photo-novella that served as a resource for nutritional information; printed support materials, including a calendar, stickers, and tip sheets; and a direct mail campaign to women representing the target audience.