



## Schedule Title: Multiple Award Schedule

**GENERAL SERVICES ADMINISTRATION**  
**Federal Supply Service**  
**Authorized Federal Supply Schedule Price List**



### **Diversity Marketing and Communications LLC**

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East Orange, NJ 07017

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#### **Contract administration source:**

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For more information on ordering from Federal Supply Schedules, go to the GSA Schedules page at [GSA.gov](http://GSA.gov)

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is: [GSAAdvantage.gov](http://GSAAdvantage.gov)

**FSC Group:** Professional Services

**Subcategory:** H08. Marketing and Public Relations

#### **FSC/PSC Code:**

- R701 Advertising Services
- R708 Public Relations Services
- DD01 Web Based Marketing
- R422 Market Research and Analysis
- T006 Video/Film Production
- R499 Conference, Meeting, Events and Trade Show Planning Services
- R499 Graphic Design Services
- R701 Marketing Consulting Services
- R701 Other Direct Costs for Marketing and Public Relations Services

**Contract Number:** 47QRAA22D0003

**Contract Period:** October 1, 2021 – September 30, 2026

**Business size:** Small Woman Owned Disadvantaged Business

**Modifications:** PS-0004 effective date October 7, 2021

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## About Diversity Marketing and Communications

Diversity Marketing and Communications applies the science of human decision-making to inform, influence, and change behavior. Combined with plain language, cultural adaptation, and accessibility, we build communications campaigns that close the gap between awareness and action. Our approach yields meaningful and memorable results, particularly among audiences who may not readily connect with traditional marketing and media tactics.

Diversity has been delivering innovative solutions that support public education, outreach and engagement, strategic communications, and other initiatives for Federal and State agencies since 2004. These include:

- Multi-channel marketing campaigns
- Public/stakeholder outreach and engagement
- Strategic planning and messaging
- Digital marketing: social media, websites, video
- Paid advertising and public service announcements (PSAs)
- Copywriting and editing
- Graphic design
- Market research, including focus groups, interviews, surveys, and analysis
- Media relations
- Events

Diversity's past performance includes services for the U.S. Department of Agriculture, U.S. Department of Labor, Appraisal Subcommittee of the Federal Financial Institutions Examination Council, and National Institutes of Health, as well as state and local government agencies. Diversity is competitive with larger metropolitan agencies, yet maintains an entrepreneurial spirit, personal touch, and heartfelt passion for every project. We augment our core team of senior professionals with subject matter experts and key opinion leaders, who collectively deliver high-value, customized, and responsive insights.

Teaming arrangements are welcome with vendors holding a Current GSA Multiple Award Schedule.

## Customer Information Page

**1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).**

SINs	Recovery	SIN Title
541810	541810RC	Advertising Services
541820	541820RC	Public Relations Services
541511	541511RC	Web Based Marketing
541910	541910RC	Market Research and Analysis
512110	512110RC	Video/Film Production
561920	561920RC	Conference, Meeting, Events and Trade Show Planning Services
541430	541430RC	Graphic Design Services
541613	541613RC	Marketing Consulting Services
5418100DC	5418190DCRC	Other Direct Costs (ODC)
OLM	OLMRC	Order Level Materials

**1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract.** This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.

See item 1c – Labor Categories Pricing

Prices are net, all discounts deducted, and valid for all domestic areas.

**1c. Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services is provided.**

5 Year Offered Pricing with a 2.13% Fixed Annual Escalator for all Offered SINs in accordance with I-FSS-969 Economic Price Adjustment (EPA) and Department of Labor-Employment Cost Index (ECI) Table 5

**2. Maximum order:** \$1,000,000

**3. Minimum order:** \$100

**4. Geographic coverage (delivery area):** Domestic

**5. Point of production (city, county, and state or foreign country):**  
East Orange, Essex County, New Jersey 07017

**6. Discount from list prices or statement of net price:** Government Net Prices (discounts already deducted.)

**7. Quantity discounts:** 1%, Task Order / BPAs over \$100,000. Does not apply to ODCs under SIN 541810ODC

**8. Prompt payment terms:** 2% 10 days (Net 30). Will not apply to ODCs under SIN 541810ODC. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions

**9. Foreign items (list items by country of origin).** Not applicable

**10a. Time of Delivery. (Contractor insert number of days.)** Contact Contractor

**10b. Expedited delivery. Items available for expedited delivery are noted in this price list.** Contact Contractor

**10c. Overnight and 2-day delivery:** Contact Contractor

**10d. Urgent Requirements:** Contact Contractor

**11. F.O.B. point(s):** Destination

**12a. Ordering address(es):** 28 Washington Street, Suite 103, East Orange, NJ 07017

**12b. Ordering procedures:** For supplies and services, the ordering procedures, information on blanket purchase agreements (BPAs), are found in Federal Acquisition Regulation (FAR) 8.405-3.

**13. Payment address:** 28 Washington Street, Suite 103, East Orange, NJ 07017-1315

**14. Warranty provision:** Standard Commercial Warranty Terms & Conditions

**15. Export packing charges, if applicable:** Not applicable

**16. Terms and conditions of rental maintenance, and repair (if applicable):**  
Not applicable

**17. Terms and conditions of installation (if applicable):** Not applicable

**18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable).** Not applicable

**18b. Terms and conditions for any other services (if applicable):** Not applicable

**19. List of service and distribution points (if applicable):** Not applicable

**20. List of participating dealers (if applicable):** Not applicable

**21. Preventative maintenance (if applicable):** Not applicable

**22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants):** Not applicable

**22b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information technology (EIT) supplies and services and show where full details can be found (e.g., contractor's website or other location.)** The EIT standards can be found at [www.Section508.gov](http://www.Section508.gov). Not applicable

**23. Unique Entity Identifier Number:** 784036068

**24. Notification regarding registration in System for Award Management (SAM) database:** Contractor registered and active in SAM, expiration date July 1, 2022

# Labor Categories and Hourly Rates

Item	SIN	Awarded Labor Category	Site	Year 1	Year 2	Year 3	Year 4	Year 5
				10/7/2021 10/6/2022	10/7/2022 10/6/2023	10/7/2023 10/6/2024	10/7/2024 10/6/2025	10/7/2025 10/6/2026
1	541810/RC, 541820/RC, 541511/RC, 541910/RC 512110/RC, 561920/RC 541430/RC, 541613/RC	Account Director	Both	\$198.27	\$202.49	\$206.81	\$211.21	\$215.71
2	541810/RC, 541820/RC, 541511/RC, 541910/RC 512110/RC, 561920/RC 541430/RC, 541613/RC	Account Executive	Both	\$130.34	\$133.11	\$135.95	\$138.84	\$141.80
3	541810/RC, 541820/RC, 541511/RC, 541910/RC 512110/RC, 561920/RC 541430/RC, 541613/RC	Senior Art Director	Both	\$143.26	\$146.31	\$149.43	\$152.61	\$155.86
4	541810/RC, 541820/RC, 541511/RC, 541910/RC 512110/RC, 561920/RC 541430/RC, 541613/RC	Graphic Designer	Both	\$143.26	\$146.31	\$149.43	\$152.61	\$155.86
5	541810/RC, 541820/RC, 541511/RC, 541910/RC 512110/RC, 561920/RC 541430/RC, 541613/RC	Media Supervisor	Both	\$119.27	\$121.81	\$124.40	\$127.05	\$129.76
6	541810/RC, 541820/RC, 541511/RC, 541910/RC 512110/RC, 561920/RC 541430/RC, 541613/RC	Writer	Both	\$119.27	\$121.81	\$124.40	\$127.05	\$129.76
7	541810/RC, 541820/RC, 541511/RC, 541910/RC 512110/RC, 561920/RC 541430/RC, 541613/RC	Outreach / Special Events Coordinator	Both	\$97.42	\$99.49	\$101.61	\$103.78	\$105.99
8	541810/RC, 541820/RC, 541511/RC, 541910/RC 512110/RC, 561920/RC 541430/RC, 541613/RC	Administrative Assistant (SCA**)	Both	\$65.85	\$67.25	\$68.69	\$70.15	\$71.64
9	541810/RC, 541820/RC, 541511/RC, 541910/RC 512110/RC, 561920/RC 541430/RC, 541613/RC	Creative Director	Both	\$200.31	\$204.58	\$208.94	\$213.39	\$217.93
10	541810/RC, 541820/RC, 541511/RC, 541910/RC 512110/RC, 561920/RC 541430/RC, 541613/RC	Media Planner/ Buyer	Both	\$167.57	\$171.14	\$174.79	\$178.51	\$182.31
11	541810/RC, 541820/RC, 541511/RC, 541910/RC 512110/RC, 561920/RC 541430/RC, 541613/RC	Digital Media Specialist	Both	\$158.66	\$162.04	\$165.49	\$169.01	\$172.61



“The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories, Labor categories and fixed price services marked with a (\*\*) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).”

SCA Eligible Contract Labor Category	SCA Equivalent Code – Title	WD Number Dated 12/23/2019
Administrative Assistant	01020 – Administrative Assistant	2015-4211 Rev 13

## Description of Labor Categories

### ACCOUNT DIRECTOR

#### Job Description

Manages professional and administrative staff, coordinating various aspects of the project

#### Duties, Functions, and Responsibilities

- Manages staff responsible for project budget, contract negotiation, and oversight of staff and contract personnel involved in all phases of project completion
- Responsible for determining and implementing the direct needs of the client by managing and maintaining progress and successful interaction between the firm’s staff and the client to ensure the quality, timeliness, and cost effectiveness of the undertaking
- Assigns tasks, schedules, monitors performance
- Acts as liaison with client and contract personnel to ensure client satisfaction
- Establishes and ensures completion of quality assurance measures
- Develops and monitors budget and responds to any deviations from the approved cost/timeline projections
- Responsible for full range of supervisory activities, including selection, training, evaluation and monitoring of staff and contract personnel
- Delegates job assignments to team
- Provides constructive feedback on employee performance

#### Knowledge, Skills, and Capabilities

- Possesses required knowledge, skills, abilities, and experience and is able to explain and demonstrate that the essential functions of the job can be performed



- Knowledge of current marketing techniques, tools and methods, including the execution of electronic and print information, materials and promotional events and activities
- Possesses media relations experience, excellent writing and verbal skills, and knowledge of applicable standards and procedures
- Ability to manage staff and multiple accounts
- Ability to direct the timely production of project agreements and contracts and delivery of services
- Provides employees with clearly articulated job responsibilities and expectations

### **Qualifications**

- Bachelor's degree in business, communications, marketing, or related field or related experience
- Minimum of 10 years experience in marketing, public affairs, public relations, and/or crisis management required

## **ACCOUNT EXECUTIVE**

### **Job Description**

Coordinate development and execution of tasks for individual client accounts. Assist Account Director with adherence to timelines, budgets, quality standards, and compliance requirements

### **Duties, Functions, and Responsibilities**

- Maintains frequent and direct contact with client(s)
- Manages work of internal staff and outside vendors to ensure services and campaigns meet objectives and quality standards
- Coordinates development and delivery of services to ensure deliverables are on time and on budget
- Maintains strong working knowledge of client products and services, target audiences, and communications objectives
- Monitors timelines and budgets
- Reviews and approves creative and production materials
- Assists in development of strategic marketing plans and assist with execution
- Performs additional duties as required by the Account Director

### **Knowledge, Skills, and Capabilities**

- Knowledge of current marketing techniques, tools and methods, and creative requirements for paid, earned, social, and owned media

- Excellent communications and time management skills
- Ability to manage staff and multiple accounts
- Excellent organizational skills and ability to work in deadline-oriented environment

### **Qualifications**

- Bachelor's degree in marketing/communications, business, or related field
- Minimum of 5 years of related experience

## **SENIOR ART DIRECTOR**

### **Job Description**

Manages, oversees and directs all creative aspects of the project

### **Duties, Functions, and Responsibilities**

- Responsible for graphic and production design for marketing communications, all print materials, electronic information and advertising and online products
- Determines the needs and preferences of clients as well as the target market segment
- Directs the creation of visual designs that address business, brand, market, and user requirements, including the design and production of screen layouts, color palettes, typography, and user interface elements
- Recommends and develops design, content, and presentation based on research and application of industry expertise
- Creates, plans, schedules, and implements graphic design projects, which include developing concepts, establishing layouts, providing copy specifications, and production costs and timelines
- Coordinates and directs workflow to ensure that artwork is routed to the proper destination within specified time frames
- Ensures that websites meet user needs and reflect high levels of aesthetics and brand adherence
- Manages team of graphic and production designers

### **Knowledge, Skills, and Capabilities**

- Ability to direct the adaptation of marketing objectives into the visualization, creation, design, and production of advertisements, collateral materials, and digital assets for web, social media, and video applications
- Works collaboratively with designers and project manager

- Provides employees with clearly articulated job responsibilities and expectations
- Supports a collaborative attitude with regard to design and teamwork
- Deadline-oriented and able to work effectively in an environment with high output and to adjust to changing priorities and/or project constraints

### **Qualifications**

- Bachelor's degree in graphic design, fine arts, or communications or work experience related to graphic design
- 10 years experience in related field, such as corporate or government communications
- Solid understanding of user-centered design principles, careful attention to detail, as well as ability to grasp multiple product requirements
- Demonstrated knowledge of website design, including usability, industry standards, architecture and navigation

## **GRAPHIC DESIGNER**

### **Job Description**

Executes all creative elements of the project.

### **Duties, Function, and Responsibilities**

- Creates the layout and design of assigned collateral materials, ads, digital assets, and other projects
- Works with art director to define the visuals of a narrative, ensures a distinct and consistent focus, and prepares artwork for production
- Utilizes creative skills to design a variety of objects, products, materials, and displays for clients
- Collaborates with members of the project team to produce copy layout, charts, graphs, illustrations, and other visual communications
- Evaluates and maintains the graphic style and color for assignments based on established standards and policies
- Develops, maintains, and utilizes knowledge of industry and trends
- Provides information and recommendations on production and costs, including paper stock and printing when requested

### **Knowledge, Skills, and Capabilities**

- Ability to lead design from concept development through execution
- Understands the fundamentals of visual communication and design, including

color theory, 2D/3D design, visual organization/composition, information hierarchy, aesthetics, typography, and use of symbols

- Ability to produce art from ideas and use color to create impact or effect
- Identifies and analyzes visual communication problems, successfully describes problems to others, and generates alternative solutions and evaluation of outcome
- Excellent organizational skills and the ability to work in a deadline-oriented environment

### **Qualifications**

- Bachelor's degree in graphic design
- Eight years of relevant training or commensurate work experience
- Solid working knowledge of layout software such as InDesign, Photoshop, PowerPoint, Canva and Illustrator
- Computer drawing, illustration, layout, and photo editing skills
- Experience with information architecture, requirements documentation, project management software, and working with editorial and design teams
- 5+ years designing for websites and other applications

## **MEDIA SUPERVISOR**

### **Job Description**

Responsible for all company interactions with media outlets, develops and cultivates media contacts, serves as the liaison between the company, clients, and the media.

### **Duties, Functions, and Responsibilities**

- Develops and nurtures relationships between the company, clients, and the media
- Researches and develops story ideas and researches leads for possible placements
- Provides placement for earned and paid media
- Responsible for the overall content of a company/client media package being submitted to diverse media outlets, from the narrative to audio and visual content, video clips, photographs, acknowledgments and background information
- Develops and cultivates media contacts, including maintaining media lists
- With input from the company and the client, determines the best approach for disseminating client information and directs the information to the appropriate media outlets to ensure the client receives maximum exposure.

- Handles positioning to ensure the media is familiar with all aspects of a client's information and objectives
- Works in an overlap capacity with the writer(s) to find the correct approach to any topic to enhance the company and client image

### **Knowledge, Skills, and Capabilities**

- Provides solutions via media content, answers questions, and supplies information as needed
- Ability to work well under pressure, contribute to multiple projects simultaneously, and handle deadlines with ease

### **Qualifications**

- A bachelor's degree in communications, public relations, marketing or related experience in the field
- Five years experience in public relations, journalism or public affairs

## **WRITER**

### **Job Description**

Responsible for all narrative content of press releases, website and social media, collateral materials, and marketing initiatives.

### **Duties, Functions, and Responsibilities**

- Responsible for all narrative content produced by the company for online use, publication, and dissemination to media
- Researches, gathers information, organizes, and edits all narrative, ensuring information is relevant, timely, concise, and correct
- Provides content for written materials, include marketing information, company background, company and client profiles and biographies, introduction letters, case studies and content for brochures, websites, radio/television spots, speeches, talking points, scripts, etc.
- Works closely with the media specialist to shape the voice of the client

### **Knowledge, Skills, and Capabilities**

- Ability to work well under pressure, handle deadlines with ease, and contribute to multiple projects simultaneously

### **Qualifications**

- A bachelor's degree in journalism, communications, public relations, marketing, or related experience in the field

- Five years experience working as a writer for a newspaper, trade publication, magazine, broadcast outlet, or agency
- Experience in public relations or public affairs is beneficial

## **OUTREACH/SPECIAL EVENTS COORDINATOR**

### **Job Description**

Identifies and oversees all outreach activities to targeted markets and coordinates activities and events geared to reaching these markets

### **Duties, Functions, and Responsibilities**

- Maintains efficient flow of brand and promotion work between client, agency, and targeted markets
- Identifies, contacts, and recruits community partners and/or stakeholders
- Targets specific markets and proposes events, activities, and tactics to reach those markets
- Serves as liaison to internal and external partners as well as to various clients and stakeholders
- Coordinates and manages information sharing between producers, partners, and team members
- Tracks metrics and outcomes for campaigns in progress and analyzes results against goals
- Works with art director, writers, and media specialist to craft message and strategies to reach target audiences.

### **Knowledge, Skills, and Capabilities**

- Ability to communicate effectively with all audiences
- Strong knowledge of the demographics of the targeted audiences and sensitivity to needs and concerns
- Excellent written and verbal communications
- Ability to communicate in a language other than English is beneficial

### **Qualifications**

- Bachelor's degree in communications or marketing, or related experience
- 4 years experience in program and events management
- Two years experience in community outreach to specific audiences, management or related field

## ADMINISTRATIVE ASSISTANT

### Job Description

Serves as professional support to management and staff

### Duties, Functions, and Responsibilities

- Assists executive staff in maintaining close contact with client and implementation of marketing plan and other marketing initiatives to support client objectives
- Provides presentation support
- Maintains database for community outreach and community partners
- Assists with media relations

### Knowledge, Skills, and Capabilities

- Knowledge of marketing, communications, and media
- Excellent organizational and communications skills
- Demonstrates flexibility; can redefine role as needed and can adapt to change
- Proficient with basic computer software and online marketing tools
- Ability to work with the team in meeting deadlines
- Ability to adapt easily to shifts in priorities

### Qualifications

- High school diploma
- Four years experience in marketing or consumer-oriented firm

## CREATIVE DIRECTOR

### Job Description

Heads development of creative for integrated communications strategies

### Duties, Functions, and Responsibilities

- Manages staff responsible for message creation and creative arts
- Responsible for communications with client and development of messages, concepts, and campaign
- Integrates creative specialists and technologies to best highlight creative message
- Works closely with media planner/buyer to determine which media platforms are most effective for communicating key messages



- Responsible for full range of supervisory responsibilities in terms of staff, vendors, and related budgets

### **Knowledge, Skills, and Capabilities**

- Knowledge of current advertising techniques, digital marketing tools, and methods
- Ability to manage staff and multiple accounts

### **Qualifications**

- Bachelor's degree in business, communications, advertising, or related field or related experience
- Minimum of 10 years experience in advertising, communications, creative services and/or and public relations

## **MEDIA PLANNER/BUYER**

### **Job Description**

Leads team structured to ensure client key messages are promoted effectively in print and electronic media.

### **Duties, Functions, and Responsibilities**

- Develops strategy to build long-term relationship with media outlets and capitalizes on paid and unpaid opportunities to highlight client work
- Develops and directs approach to targeting media outlets
- Assists in evaluating effectiveness of media outlets used to communicate client messages
- Performs additional duties as required

### **Knowledge, Skills, and Capabilities**

- Knowledge of current media types and techniques and execution of media plans
- Ability to direct and coordinate the timely application of different media

### **Qualifications**

- Bachelor's degree in business, advertising, communications, or related fields or related experience
- Minimum of 8 years experience in advertising and media planning/buying

## DIGITAL MEDIA SPECIALIST

### Job Description

Responsible for planning, execution, and analysis of paid advertising campaigns for online and social media platforms and content development.

### Duties, Functions, and Responsibilities

- Responsible for ongoing execution of paid and organic search engine marketing campaigns and search engine optimization
- Develops strategies to increase traffic and engagement for client-owned digital assets, including but not limited to websites, blogs, and social media platforms
- Develops, executes, and places content on third-party social media platforms, websites, blogs, and other online outlets
- Develops and directs programs to purchase and place media on digital outlets on behalf of clients
- Evaluates effectiveness of campaigns using proprietary and commercially-available analytic and reporting tools
- Optimizes budgets for paid media campaigns using bid management systems

### Knowledge, Skills, and Capabilities

- Strong knowledge and experience with websites, email marketing, social media, online communities, and blogging
- Ability to direct and coordinate timely application of different digital strategies and technologies
- Ability to conduct research, communicate with representatives of digital outlets, issue insertion orders, and ensure appropriate tracking and verification
- Strong analytical skills to assess trends and recommend tactics to enhance results

### Qualifications

- Minimum of 7 years of related experience
- Bachelor's degree in marketing/communications, business, or computer science, or related fields

## Other Direct Costs (ODCs)

SIN	Support Product /Labor (ODCs)	Unit of Issue	Site	Commercial Price Excluding Markup
5418100DC/RC	Paid Advertising	Per Task	Both	\$ 11,019.47
5418100DC/RC	PSA Distribution	Per Month	Both	\$ 2,254.50
5418100DC/RC	Outreach	Per Task	Both	\$ 160,732.82
5418100DC/RC	Video Production	Per Task	Both	\$ 19,915.50
5418100DC/RC	Location-based Photography and Videography	Per Day	Both	\$ 3,354.75
5418100DC/RC	Video Editing	Per Task	Both	\$ 639.00
5418100DC/RC	Collateral Design and Production	Per Task	Both	\$ 867.98
5418100DC/RC	Retouching	Per Task	Both	\$ 426.00
5418100DC/RC	Stock Photography	Per Photo	Both	\$ 31.95
5418100DC/RC	Collateral Printing	Per Task	Both	\$ 1,049.03
5418100DC/RC	Annual Report Writing, Design and Printing	Per Task	Both	\$ 2,068.11

## Description of ODCs

### Paid Advertising

Purchase of ad space in mediums such as newspapers, radio, cable and broadcast television stations, websites and other digital outlets, social media platforms, search engines, mobile phones, billboards and other outdoor spaces, transit hubs, inside or outside of vehicles such as trains and buses, and movie theaters. Includes development of paid media plans.

### PSA Distribution

Services provided include preparation of video and audio files for distribution as public service announcements to broadcast and cable television stations, radio stations, online and other outlets. Tasks include distribution list management, duplication, packaging, mailing, uploading for digital access, tracking and monitoring.

### Outreach

Strategies and tactics used to build public awareness at grassroots levels about specific messages, resources, events, or other objectives. Outreach modalities include door-to-door canvassing, events, workshops, presentations, meetings, tabling and leafleting and may involve partnerships with local stakeholders.

**Video Production**

Creating combinations and reductions of parts of a video in both the live production and post-production period.

**Location-based Photography and Videography**

Photography, video and/or audio recordings that take place outside of a studio that may include the site where a particular activity is taking place or other specific location.

**Video Editing**

The process of editing segments of video production footage, special effects, and sound recording during the post-production period.

**Collateral Design and Production**

The creative design and production of printed materials including postcards, direct mailers, flyers, inserts, fact sheets, brochures, and other formats used for marketing or promotion purposes.

**Retouching**

Slight additions and/or alterations made to improve the appearance of an existing photo.

**Stock Photography**

Licensed photographs and/or graphics used to fulfill the needs of creative assignments in place of using a professional photographer. Stock photos are both purchased and delivered online.

**Collateral Printing**

The printing of postcards, direct mailers, flyers, inserts, fact sheets, brochures, and other formats used for marketing or promotion purposes.

**Annual Report Writing, Design, and Printing**

The writing, design, and layout of a full-color annual report, presented on a double-sided 17 x 11-inch sheet, folded into 8.5 x 11 inches (four pages/panels), with three rounds of revisions/adjustments and necessary preparation of the file for printing.