Multiple Award Schedule (MAS)
FSC Group Professional Services

Authorized Federal Supply Schedule Price List

Home Front Communications
dba Subject Matter
TeamSubjectMatter.com
1201 New York Ave NW, Suite 900
Washington, DC 20005

Contract Administrator:
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Contract Number: GS-07F-0672W
Contract Period: 09/21/2010 – 09/20/2025
Price List Effective through Modification: *PO-0052, effective April 22, 2021

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at 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 is available through GSA Advantage™, a menu-driven database system. The internet address for GSA Advantage™ is: http://www.GSAAdvantage.gov
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1a. **Table of Awarded Special Item Numbers (SINs): Pricing included below.**

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<tr>
<th>SIN</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>512110/RC</td>
<td>Video/Film Production</td>
</tr>
<tr>
<td>541613/RC</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541810/RC</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541820/RC</td>
<td>Public Relations Services</td>
</tr>
<tr>
<td>541511/RC</td>
<td>Web Based Marketing</td>
</tr>
<tr>
<td>OLM/RC</td>
<td>Order Level Materials</td>
</tr>
</tbody>
</table>

1b. **Identification of the lowest priced model number and lowest unit price for each special item number awarded under 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 Price List.

1c. **Labor Category Descriptions:** If the 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 shall be provided. See Price List.

2. **Maximum order:** $1,000,000.00

3. **Minimum order:** $100.00

4. **Geographic coverage (delivery area):** Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

5. **Points of Production:** Same as contractor.

6. **Statement of Net Price:** Prices listed are GSA Net, discount deducted.

7. **Quantity/Volume Discounts:** +1% >$250,000.00

8. **Prompt Payment Terms:** Net 30. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. **Foreign Items:** None

10a. **Time of Delivery:** As specified on task order and as mutually agreed upon.

10b. **Expedited Delivery:** As specified on task order and as mutually agreed upon.

10c. **Overnight and 2-Day Delivery:** Contact Contractor
10d. **Urgent Requirements:** Agencies can contact the Contractor’s representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

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

12a. **Ordering Address:** Same as contractor

12b. **Ordering Procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. **Payment Address:** Same as contractor

14. **Warranty Provision:** Standard Commercial

15. **Export Packing Charges:** N/A

16. **Terms and Conditions of Rental, Maintenance, and Repair:** N/A

17. **Terms and Conditions of Installation:** N/A

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A

18b. Terms and Conditions for any Other Services: N/A

19. **List of Service and Distribution points:** Same as contractor

20. **List of Participating Dealers:** N/A

21. **Preventive maintenance:** N/A

22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): N/A

22b. **Section 508 Compliance for EIT:** N/A

23. **Data Universal Number System (DUNS) Number:** 048258698

24. **Notification regarding registration in System of Award Management (SAM) Database:** Cage Code: 3PYH7

**Service Contract Labor Standards (SCLS):** The Service Contract Labor Standards (SCLS) is applicable to this contract and as it applies to the entire MAS (Multiple Award Schedule) and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CFR 5413.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and/or when the Contractor adds SCLS labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.
About Subject Matter

We are a full service firm that is unique in the D.C. market. Subject Matter is a balanced team with the spirit of a start-up and the experience to back it up. A complete agency that elevates our clients’ messages and reach their highest goals, informed by more than 20 years of experience working for Washington – based clients such as non-profits, government agencies, and professional or trade associations. We are a unique collection of strategists, thinkers, makers, journalists, designers, copywriters, coders, marketers, producers, admen, adwomen and politicos. Every new project determines how these pieces come together. We tailor our ideas to your needs and chart the right path through a complex, everchanging landscape. Subject Matter is a tailored solution, offering the specific assistance you need to exceed your goals.

Under one roof, we offer comprehensive services including:

1. PUBLIC AFFAIRS
2. THOUGHT LEADERSHIP
3. CONTENT ADVERTISING
4. MEDIA OUTREACH
5. WEBSITES
6. DIGITAL TOOLS
7. SOCIAL MEDIA
8. FEDERAL COMMUNICATIONS
9. VIDEO PRODUCTION
10. CULTURAL COMMUNICATIONS

When we talk about being “inside the Beltway” we’re talking about more than our location. We deeply understand the Washington, D.C., landscape and the best ways to connect with those who have the greatest influence. Our multi-faceted campaigns influence thought leaders and decision makers who drive policy at the highest levels. We are especially sensitive to the unique missions that only the federal government is called upon to address, from education about public health all the way to mobilizing the entire nation to respond to the Census.

At some point, every organization faces a challenge or reaches for an opportunity.

The art of communication isn’t like turning a light switch on or off. It’s about readiness and gradation. You need your system wired, and that’s where we come in.

We work with you to establish the right communications infrastructure so you can act right now, or whenever you need to down the road.
FEDERAL COMMUNICATIONS STRATEGY
Federal government initiatives are complex and critical. Our team of experts has worked at the top of government agencies and managed massive federal communications strategies over two decades. We know how to transform complicated information into accessible campaigns while seamlessly managing the nuances of federal partnerships — from procurement and contracts to execution and reporting. Our multi-faceted collaboration with federal government agencies has spanned domestic and international programs in health, transportation, education and data dissemination.

CONTENT & THOUGHT LEADERSHIP
Even the most compelling stories won’t resonate if they aren’t tailored to the audience. Our mix of veteran journalists and policy experts can make complex narratives easy to understand and highly shareable. We then make sure the right messages are delivered to the right people at the right time, at work and at home.

VIDEO PRODUCTION
Our offices have a fully equipped broadcast studio and staff who can deliver everything from long-form content to quick viral hits. We can also deploy to nearly anywhere in the world, coordinating our vast network of local contacts to create videos on budget and on time.
Our Capabilities

DIGITAL TOOLS AND WEBSITES
Technology is a creative medium, and the most meaningful websites and digital experiences are rooted in a well-crafted communications strategy and tailored to the unique behavior of the audience. Our technologists work closely with our creative content specialists to ensure impact both online and offline.

Services
- Website Design and Development
- User-Centric Design
- Interactive Experiences
- Applications and Tools
- API Development
- Mobile Strategy and Execution
- Strategic Guidance and Consulting
- Metrics and Analytics

MEDIA OUTREACH
Our skilled media specialists have the political and newsroom experience to position your subject for success. With an in-house broadcast studio connected to the world via satellite, our team shapes and pitches stories to broadcasters — including Spanish-language outlets — across the nation.

Services
- Strategic Guidance and Consulting
- Message Development
- Media Training
- Satellite Media Tours
- Radio Media Tours
- Bites and B-roll Production and Distribution
- National, Statewide and Local Pitching
- PSA Distribution
- In-studio and On-location Interviews
- Production Support for Events
- Spanish-language Outreach
- Webinars and Webcasts
- Audio News Releases
- Targeted Digital Media Outreach
- Coverage Monitoring and Analytics

ADVERTISING
A successful ad concept grabs attention, then provokes thought and emotion. Our team expertly conceives and executes ideas big enough to span all media while compelling your audience to think, feel, act or change behavior.

Services
- 360° Campaigns
- Branding
- Design
- TV
- Radio
- Print
- Out-of-Home
- Online
- Mobile
- Non-traditional
- Media Strategy and Buying
- Viral Videos
- Experiential
- Conference and Event Marketing
We Deliver Your Mission to the Public
OUR EXPERIENCE
The U.S. Census Bureau is the primary source of statistical information about the nation’s population and economy and is responsible for the once-every-ten-years decennial census of population and housing. The decennial census is the country’s largest peace-time mobilization, coming with a lifecycle cost of almost $15 billion, involving the printing and mailing of billion forms, to 134 million households with more than two dozen major operations managed through 240+ local census offices.

To comply with these mandates, the Census Bureau must recruit millions of job applicants for hundreds of thousands of temporary Census positions.

The Census Bureau’s goal is to recruit enough qualified applicants to be able to select, hire, and train enough employees to staff each of the critical field operations associated with the 2020 Census. From September 2018 to June 2019, the Census Bureau will conduct Early Operations Recruiting. The largest field operation that this recruiting effort supports is called Address Canvassing. During the Address Canvassing operation, field staff will update the address list and maps used to form the basis of the census count. The update ensures an accurate inventory of places where people live or could live. Then, in the year 2020, residents are given a chance to respond to the census questionnaire. However, not all residents will respond. Therefore, the Census Bureau will conduct additional operations to elicit responses from those who did not or could not respond. The Census Bureau will conduct Peak Operations Recruiting to support a goal of 2,915,000 additional applicants with an estimated 804,000 to fill temporary positions.
ECON HUB

EMPLOYEE COMMUNICATIONS

America’s data resources are now more illuminating.

America’s data resources are now as clear as a bell.

America’s data resources are now more accessible.
In 2017, Ginnie Mae tasked Subject Matter with helping distinguish itself from better-known Freddie Mac and Fannie Mae, while getting key decisionmakers to understand why its successful and enduring business model will be essential to the future of housing finance. Our solution? Transform Ginnie Mae’s brand image from in-personal and purposeful. We highlighted the corporation’s extraordinary impact on American homeowners and taxpayers while underscoring the value it delivers to the marketplace.

As part of a larger Strategic Corporate Communications contract, we design and produce the Ginnie Mae Annual Report and annual Report to Congress. Our team is responsible for developing the overall theme of the report — both content and visual presentation — and helping translate complex financial data into an engaging and easily digestible format. Outside of the annual report, we draft white papers and recently created all branding and collateral for the 2019 Ginnie Mae Summit. We also created Ginnie In Brief, the corporation’s blog about the mortgage finance industry. Throughout the partnership, each of these pieces have been promoted on Ginnie Mae’s Twitter, LinkedIn, and Facebook accounts, all of which we run.
Ginnie Mae 2020
Roadmap for sustaining low-cost homeownership

Enhancing Counterparty Risk Management

JUNE 2018

Ginnie Mae already takes many steps to manage "counterparty risk" is of paramount concern and drives up to its responsibility to make payments, requiring guarantees that investors who own the securities will.

Ginnie Mae primarily relies on private sector institutions, taking have a number of benefits, including:

- Facilitating the use of digital collateral.
- The steps we are platform, updating data protocols and storage, and our users' experience and access to the program and

Our modernization efforts have focused on streamlining technological improvements that deliver a better and safer experience to making technological

Ginnie Mae is dedicated to making technological improvements that deliver a better and safer experience for both the issuer and the investors.

Accessibly navigating transactions involving whole loan-level guarantees enables Ginnie Mae to make asset management decisions that lead to the most desirable outcome.

Taking a Custom Approach to Counterparty Risk

by Gregory A. Keith | 7/22/2019

Private sector institutions, such as banks and other lenders, issue and service the mortgage-backed securities that Ginnie Mae guarantees. Our guarantee ensures that investors who own the securities are paid their principal and interest. If borrowers fail to make payments, investors are still required to meet scheduled payments to

Ginnie Mae is part of HUD discussions elsewhere in mortgage finance, transfer of the loan-level government guaranty of securities. That arrangement

Ginnie Mae is exploring the feasibility of introducing loan-level

Preventing institutions from investing more heavily in lead to the most desirable outcome, rather than assets would enable Ginnie Mae to make asset management decisions that lead to the most desirable outcome.
When the National Science Board (NSB, Board), the National Science Foundation’s policymaking board, sought to build on its brand and existing outreach efforts to increase the Board’s visibility, engagement opportunities, and impact, it partnered with Subject Matter. Through a collaborative effort, we helped increase awareness of NSB’s mission of promoting the progress of science, engineering, research and education, advancing the nation’s health and prosperity, and helping secure our national defense.

In our work with the NSB, we used the 2018 Science & Engineering Indicators (Indicators) – a legislatively required scientific document — to garner broad interest about the Board’s areas of focus among the informed public, policymakers and the scientific community. We simplified Indicators’ key insights with quick-read data visualizations, and we used messaging and factoids from the report for local and national media outreach, and to inform Congress.

We also professionally filmed, edited and helped socialize video clips of Board members, which explore everything from the insights uncovered by the 2018 S&E Indicators to NSB’s dual role to championing the role and work of the National Science Foundation (NSF) to the Board’s work advancing education in S&E. Yet, our proudest work may be in the telling of the NSB’s story through film by crafting a cinematically-shot anthem-style video that has been used to excite broad-ranging audiences, including being used by the Director of the Kennedy Space Center during her keynote at SXSW. See the rousing video here.

CAMPAIGN HIGHLIGHTS:

- More than 40 national, regional and local radio interviews and media placements and more than 1.5 million radio and 125 million digital impressions in support of the 2018 Science and Engineering Indicators.
- 50 state one-pagers, which helped localize the 2018 S&E Indicators with key data points and trends for each state.
- Filmed, edited and helped socialize 36 video clips of Board members.
- Produced more than 25 video clips of the Vannevar Bush Award and NSB Public Service Award recipients, along with two NSB Awards montage videos.
- Designed “The Skilled Technical Workforce: Crafting America’s Science & Engineering Enterprise,” a report that highlights the NSB’s multi-year focus on the needs of the skilled technical workforce.
EARNED MEDIA

The Washington Post

China’s breathtaking transformation into a scientific superpower

[Image]

Science

Oddball scientists, the rise of Chinese research, and other highlights from NSF’s new tome of essential science statistics

By Jeffrey Mervis  Jun 15, 2018, 3:25 AM

WEB CONTENT

[Image of a laptop displaying the National Science Board Science & Engineering Indicators 2018 website]
For the last three years, Subject Matter has supported the U.S. Department of Agriculture’s (USDA) Food Safety and Inspection Service in their mission to educate the public about safe food handling practices in order to help reduce the incidence of foodborne illness through the execution of a series of satellite and radio media tours each year. Topics include food safety during events such as Thanksgiving, Fourth of July and the Super Bowl, as well as the release of key findings from USDA studies. Each tour had a combination of secured coverage in local, statewide, national markets and Spanish-language radio stations.

**Campaign Highlights**
- More than 2,200 placements
- Estimated audience reach of more than 921 million across 13 tours.
- Coverage included Spanish and English national outlets such as:
  - National Univision
  - CNN in Espanol
  - CBS Newspath
  - NBC News Radio
  - Fox News Edge
- Local coverage in markets such as:
  - Chicago
  - Los Angeles
  - New York City
  - Philadelphia
  - Miami
### GSA Awarded Services

<table>
<thead>
<tr>
<th>SIN</th>
<th>Description</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>512110, 541613, 541810, 541820</td>
<td>Creative Director / Production Director [CD]</td>
<td>$202.56</td>
</tr>
<tr>
<td>512110, 541613, 541810, 541820</td>
<td>Field Producer [FP]</td>
<td>$90.03</td>
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<tr>
<td>512110, 541613, 541810, 541820</td>
<td>Videographer</td>
<td>$67.51</td>
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<tr>
<td>512110, 541613, 541810, 541820</td>
<td>Sound Engineer</td>
<td>$58.52</td>
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<tr>
<td>512110, 541613, 541810, 541820</td>
<td>Editor [ED]</td>
<td>$157.54</td>
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<td>512110, 541613, 541810, 541820, 541511</td>
<td>Graphics Editor [GE]</td>
<td>$180.04</td>
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<td>512110, 541613, 541810, 541820, 541511</td>
<td>Account manager [AM]</td>
<td>$67.51</td>
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<tr>
<td>512110, 541613, 541810, 541820, 541511</td>
<td>Client Services Director [CD]</td>
<td>$180.04</td>
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<tr>
<td>512110, 541613, 541810, 541820</td>
<td>Media Outreach Manager</td>
<td>$112.53</td>
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<tr>
<td>512110, 541613, 541810, 541820</td>
<td>Senior Media Specialist - Spanish</td>
<td>$112.53</td>
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<tr>
<td>512110, 541613, 541810, 541820</td>
<td>Media Services Producer</td>
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<td>512110, 541613, 541810, 541820</td>
<td>Broadcast Media Specialist</td>
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<td>$67.51</td>
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<td>512110, 541613, 541810, 541820</td>
<td>Logistics Coordinator</td>
<td>$67.51</td>
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<tr>
<td>512110, 541613, 541810, 541820, 541511</td>
<td>Interactive Media Outreach Specialist [IM]</td>
<td>$90.03</td>
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<tr>
<td>512110, 541613, 541810, 541820, 541511</td>
<td>Creative Director [CD]</td>
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<td>Developer [DV]</td>
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<td>Web Project Manager [WP]</td>
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<td>Web Designer [WD]</td>
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<td>512110, 541613, 541810, 541820, 541511</td>
<td>Front-End Developer [FD]</td>
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<tr>
<td>512110, 541613, 541810, 541820, 541511</td>
<td>Art Director [AD]</td>
<td>$135.04</td>
</tr>
</tbody>
</table>
# GSA Awarded Labor Category Descriptions

<table>
<thead>
<tr>
<th>Title</th>
<th>Minimum Experience</th>
<th>Minimum Education</th>
<th>Functional Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative Director / Production Director (CD)</td>
<td>10+ years</td>
<td>Bachelor’s Degree</td>
<td>A Production and Creative Director is responsible for conceptualizing the creative aspects of a video production as well as supervising the overall development of a video product. He/she designs, directs and implements the production process and is ultimately responsible to insure the final product adheres to the agreed upon concept and that the program stays within budget. He/she is considered a leader in the company, both from a client and a staff perspective.</td>
</tr>
<tr>
<td>Field Producer (FP)</td>
<td>5+ years</td>
<td>Bachelor’s Degree</td>
<td>The field producer is responsible for all the production work that occurs in the field. He/ she organizes shoots, hires crews and talent, directs field shoots and is responsible for the details required to complete a program. He/she reports to the Production Director</td>
</tr>
<tr>
<td>Videographer</td>
<td>5+ years</td>
<td>Bachelor’s Degree</td>
<td>He/she is responsible for filming the actual production. He/she works closely with both the Field Producer and Shoot Director to light and frame the shots, and to contribute creatively to the overall production style. He/she is proficient in the use of high definition cameras and top quality lighting techniques.</td>
</tr>
<tr>
<td>Sound Engineer</td>
<td>5+ years</td>
<td>Associates or Bachelor’s Degree</td>
<td>He/she assists the Videographer and has expertise in recording audio. He/she sets up the microphones and monitors the audio levels during production. He/she also supports the videographer in setting up the lighting for the field production.</td>
</tr>
<tr>
<td>Editor (ED)</td>
<td>5+ years</td>
<td>Bachelor’s Degree</td>
<td>He/she is responsible for editing the footage by determining the best overall shots and sequences in the raw material. He/she assists in creating proper pacing and flow to the product as well as assisting in the selection of music cues. He/she also works closely with the graphics editor in creating an overall style.</td>
</tr>
<tr>
<td>Graphics Editor (GE)</td>
<td>5+ years</td>
<td>Bachelor’s Degree</td>
<td>He/she is responsible for the art direction and graphics design associated with the final production. He/she works with the Creative Director and the editor to develop and execute the most compelling and creative title opens, 2-D and 3-D graphic animation and lower thirds.</td>
</tr>
<tr>
<td>Account Manager (AM)</td>
<td>2+ years</td>
<td>Bachelor’s Degree</td>
<td>He/she manages the finances associated with the overall production, tracking expenses and working with vendors for optimum delivery and payment of services. He/she works closely with the production team so the project is delivered on time and on budget.</td>
</tr>
<tr>
<td>Client Services Director (CD)</td>
<td>2+ years</td>
<td>Bachelor’s Degree</td>
<td>Responsible for gathering all client information and disseminating it to the media services team, including updating in-take sheet with necessary information and new materials as they come in from clients. Manages broadcast projects including regular client updates, facilitating client requests and reporting results. Handles client budget requests, project concerns and aids the team in client relations troubleshooting. Assumes billing/invoicing responsibility.</td>
</tr>
<tr>
<td>Media Outreach Manager</td>
<td>3+ years</td>
<td>Bachelor’s Degree</td>
<td>Serves as day-to-day manager of media outreach services (SMT, BBR or RMT or Social Media). Reinforces set expectations made by V.P. Broadcast &amp; Media, monitors team results and clearly articulates media feedback and project status to Client Services Director, Clients and Broadcast team. Manages clients &amp; projects. Outreach focus: building relationships and pitching feeder services, national evening shows and cable programs for all Home Front Projects.</td>
</tr>
<tr>
<td>Senior Media Specialist - Spanish</td>
<td>3+ years</td>
<td>Bachelor’s Degree and fluency in both written and spoken Spanish</td>
<td>Serves as day-to-day manager of media outreach to Spanish language national and local broadcasters. Reinforces set expectations made by V.P. Broadcast &amp; Media, monitors outreach efforts and articulates station feedback and project status to Client Services Director, fellow Managers, Clients and Broadcast team. Manages clients &amp; projects.</td>
</tr>
<tr>
<td>Role</td>
<td>Experience</td>
<td>Education</td>
<td>Responsibilities</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>------------</td>
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<td>---------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Media Services Producer</td>
<td>3+ years</td>
<td>Bachelor’s Degree</td>
<td>Serves as Producer for broadcast outreach programs, drafts questions for on-camera interviews, message development, prepares producers for shoots, writes slates, oversees post-production workflow, writes/produces web packages, liaison between production and broadcast outreach. Performs quality control functions and coordinates final reviews.</td>
</tr>
<tr>
<td>Broadcast Media Specialist</td>
<td>4+ years</td>
<td>Bachelor’s Degree</td>
<td>Serves as pitcher and booker for broadcast outreach efforts. Responsible for maintaining and building relationships with select media markets, including travel to expand coverage opportunities.</td>
</tr>
<tr>
<td>Broadcast Coordinator</td>
<td>2+ years</td>
<td>Bachelor’s Degree</td>
<td>Serves as Broadcast Coordinator overseeing intake of monitoring results, filters results, coordinates materials for overnight and final reports, writes result memos, website maintenance, orders clips from VMS and coordinates results reel distribution. Special request facilitator.</td>
</tr>
<tr>
<td>Logistics Coordinator</td>
<td>2+ years</td>
<td>Bachelor’s Degree</td>
<td>Serves as Logistic Coordinator overseeing BBR logistics. Creates JO numbers for all incoming projects and places them on the calendar.</td>
</tr>
<tr>
<td>Interactive Media Outreach Specialist (IM)</td>
<td>5+ years</td>
<td>Bachelor’s Degree and fluency in both written and spoken Spanish</td>
<td>Serves as day-to-day manager of social media outreach, organizing outreach efforts, conducting social media awareness and creating strategic plans. Manages clients &amp; projects.</td>
</tr>
<tr>
<td>Creative Director</td>
<td>7+ years</td>
<td>Bachelor’s Degree</td>
<td>The primary responsibilities of the Creative Director Interactive are to provide strategic consulting services to clients and to lead online projects from concept through launch. Throughout the process they work on scoping, budgets, prioritization, and timelines and translate client business objectives into compelling online solutions.</td>
</tr>
<tr>
<td>Technical Director</td>
<td>4+ years</td>
<td>Bachelor’s Degree</td>
<td>Leads a team of front- and back-end developers to produce large, complex data-driven Web sites and applications. Carries out extensive project management efforts while keeping projects on schedule and budget and manages workflow for out-of-house staff and/or vendors. The Technical Director has front- and back-end development experience with XHTML, CSS, JavaScript, PHP and MySQL and with theming and developing sites that use Drupal, Expression Engine and/or WordPress.</td>
</tr>
<tr>
<td>Developer (DV)</td>
<td>2+ years</td>
<td>Bachelor’s Degree</td>
<td>The Web Project Manager oversees the planning, scheduling and execution of Web projects. He works directly with clients to draft requirements, scope and Statement of Work documents. The project manager keeps projects on schedule, and communicates status updates to team members and clients. The project manager is responsible for managing the Quality Assurance (QA) process for all Web projects before delivery. He also monitors the success of Web campaigns by reporting and analyzing usage statistics on behalf of the client.</td>
</tr>
<tr>
<td>Web Project Manager (WP)</td>
<td>2+ years</td>
<td>Bachelor’s Degree</td>
<td>The Web Project Manager oversees the planning, scheduling and execution of Web projects. He works directly with clients to draft requirements, scope and Statement of Work documents. The project manager keeps projects on schedule, and communicates status updates to team members and clients. The project manager is responsible for managing the Quality Assurance (QA) process for all Web projects before delivery. He also monitors the success of Web campaigns by reporting and analyzing usage statistics on behalf of the client.</td>
</tr>
<tr>
<td>Web Designer (WD)</td>
<td>3+ years</td>
<td>Bachelor’s Degree</td>
<td>Web Designer/Graphic designer is fluent in design applications and is able to apply her understanding of design and web site usability principles. Executes all design aspects of client project, is an expert in Photoshop, Illustrator and DreamWeaver, can code in standards-compliant, tableless XHTML and CSS (cut-up), create intuitive and effective user interfaces, and presents creative ideas to clients and colleagues.</td>
</tr>
<tr>
<td>Front-End Developer (FD)</td>
<td>3+ years</td>
<td>Bachelor’s Degree</td>
<td>Translates design files into interactive interfaces with hand-coded, semantic XHTML and CSS, writes unobtrusive Javascript by hand that utilizes libraries like jQuery, and is proficient in Adobe Creative Suite, including Photoshop, Dreamweaver, and Illustrator, PHP and MySQL. The Front-End Developer also writes scalable themes for open-source CMS applications like Drupal, WordPress and Joomla and uses Flash.</td>
</tr>
<tr>
<td>Art Director (FD)</td>
<td>3+ years</td>
<td>Bachelor’s Degree</td>
<td>Translates design files into interactive interfaces with hand-coded, semantic XHTML and CSS, writes unobtrusive Javascript by hand that utilizes libraries like jQuery, and is proficient in Adobe Creative Suite, including Photoshop, Dreamweaver, and Illustrator, PHP and MySQL. The Front-End Developer also writes scalable themes for open-source CMS applications like Drupal, WordPress and Joomla and uses Flash.</td>
</tr>
</tbody>
</table>