



OneWorld Communications

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Rev. 09/03/2015

Advertising and Integrated Marketing Solutions for Federal Government

GSA Schedule 541 Contractor

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

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 address of GSA Advantage! is: GSAAdvantage.gov

FSC Class SINS 541-1, 2, 4A, 4B, 4E, 4F, 5, 1000
Recovery 541-1RC, 2RC, 4ARC, 4BRC, 4ERC, 4FRC, 5RC, 1000RC

Contract number GS-23F-0383K
Contract period August 14, 2015 to August 13, 2020
Contractor's name OneWorld Communications
2001 Harrison Street
San Francisco, CA 94110

Contractor's internet address OneWorldSF.com/gov
Contract administration source Jonathan Villet
phone (415) 355-1935
fax (415) 355-0295
jonathan.villet@owcom.com

Business size Small business





Customer Information

- 1a. Special Item Number

SIN 541-1/RC	Advertising Services	SIN 541-2/RC	Public Relations Services
SIN 541-4A/RC	Market Research and Analysis	SIN 541-4B/RC	Video/Film Production
SIN 541-4E/RC	Commercial Photography Services	SIN 541-4F/RC	Commercial Art and Graphic Design
SIN 541-5/RC	Integrated Marketing Services	SIN 541-1000/RC	Other Direct Costs
- 1b. Prices shown in price list as net, all discounts deducted and valid for all areas worldwide.
2. Maximum order: There is not a maximum order limitation. The Maximum Order (MO) threshold per SIN at which the ordering office must seek price reductions for a requirement is \$1 million per SIN.
3. Minimum order: \$100
4. Geographic coverage (delivery area): Worldwide
5. Point of production: San Francisco, California
6. Statement of net price: Prices shown in price list as net and are attached.
7. Quantity discounts: We may choose to provide the following quantity discounts on a labor task order:
 - Additional 1% for orders totaling \$50,000 – 99,999
 - Additional 3% for orders totaling \$100,000 – 499,999
 - Additional 5% for orders totaling \$500,000 – 1,000,000
8. Prompt payment terms: None
- 9a. and 9b. Government purchase cards: OneWorld Communications accepts Government purchase cards and/or commercial credit cards both above and below the micro purchase threshold.
10. Foreign items: N/A
- 11a. Time of delivery: Will adhere to the delivery schedule as specified on agency's purchase order.
- 11b. Expedited delivery: Contact contractor for expedited delivery.
- 11c. Overnight and 2nd day delivery: Contact Contractor for rates for overnight and two-day delivery.
- 11d. Urgent Requirements: Contact Contractor for faster delivery or rush requirements.
12. F.O.B. point: Destination
13. Ordering address: OneWorld Communications 2001 Harrison Street, San Francisco, CA 94110
Tel. (415) 355-1935, Fax (415) 355-0295
14. Payment address: OneWorld Communications 2001 Harrison Street, San Francisco, CA 94110
Tel. (415) 355-1935, Fax (415) 355-0295
15. Warranty provision: The Contractor warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.
16. Export packing charges: N/A
17. Terms and conditions of Government purchase card acceptance: N/A
18. Terms and conditions of rental, maintenance and repair: N/A
19. Terms and conditions of installation: N/A
20. Terms and conditions of repair parts etc. : N/A
21. List of service and distribution points: N/A
22. List of participating dealers: N/A
23. Preventive maintenance: N/A
24. Year 2000 (Y2K) compliant: Yes
25. Environmental attributes: N/A
26. Data Universal Number System (DUNS) number: 05-883-8892
27. We are registered in the Central Contractor Registration (CCR) database.



Price List

Please note Level “I” prices – such as “Project Management I” – are rarely used, but are made available to accommodate any requests for special expertise which you might have. Occasional exceptions are Photography I, PR Media Relations I, and Extra Admin Support I and some Research tasks. Our prices are flexible to meet your needs.

Labor category	Code	Unit	GSA Price				
			Year 16 ('15-'16)	Year 17 ('16-'17)	Year 18 ('17-'18)	Year 19 ('18-'19)	Year 20 ('19-'20)
*Each contract year runs from August 14 to August 13.							
Administrative Support Services I	AD 1	Hour	78.61	81.36	84.21	87.16	90.21
Administrative Support Services II	AD 2	Hour	48.19	49.88	51.62	53.43	55.30
Creative Direction I	CD 1	Hour	329.66	341.20	353.14	365.50	378.29
Creative Direction II	CD 2	Hour	253.61	262.49	271.67	281.18	291.02
Creative Direction III	CD 3	Hour	169.89	175.84	181.99	188.36	194.95
Copywriting/Scripting I	CW 1	Hour	329.66	341.20	353.14	365.50	378.29
Copywriting/Scripting II	CW 2	Hour	253.61	262.49	271.67	281.18	291.02
Copywriting/Scripting III	CW 3	Hour	202.86	209.96	217.31	224.91	232.79
Copywriting/Scripting IV	CW 4	Hour	169.89	175.84	181.99	188.36	194.95
Extra Accountancy	EAC	Hour	126.79	131.23	135.82	140.57	145.49
Graphic Design I	GD1	Hour	278.93	288.69	298.80	309.25	320.08
Graphic Design II	GD2	Hour	190.20	196.86	203.75	210.88	218.26
Graphic Design III	GD3	Hour	131.88	136.50	141.27	146.22	151.34
Media Buying I	MB 1	Hour	329.66	341.20	353.14	365.50	378.29
Media Buying II	MB 2	Hour	131.88	136.50	141.27	146.22	151.34
Media Buying III	MB 3	Hour	103.98	107.62	111.39	115.28	119.32
Marketing Planning I	MP 1	Hour	380.37	393.68	407.46	421.72	436.48
Marketing Planning II	MP 2	Hour	316.99	328.08	339.57	351.45	363.75
Marketing Planning III	MP 3	Hour	131.88	136.50	141.27	146.22	151.34



(Continued from page 3)

Labor category	Code	Unit	GSA Price				
			Year 16 (‘15–‘16)	Year 17 (‘16–‘17)	Year 18 (‘17–‘18)	Year 19 (‘18–‘19)	Year 20 (‘19–‘20)
Media Production I	MPR 1	Hour	329.66	341.20	353.14	365.50	378.29
Media Production II	MPR 2	Hour	228.23	236.22	244.49	253.04	261.90
Media Production III	MPR 3	Hour	169.89	175.84	181.99	188.36	194.95
Media Production IV	MPR 4	Hour	131.88	136.50	141.27	146.22	151.34
Media Research I	MR 1	Hour	253.61	262.49	271.67	281.18	291.02
Media Research II	MR 2	Hour	228.23	236.22	244.49	253.04	261.90
Media Research III	MR 3	Hour	164.83	170.60	176.57	182.75	189.15
Media Research IV	MR 4	Hour	103.98	107.62	111.39	115.28	119.32
Photo Editing	PE	Hour	164.83	170.60	176.57	182.75	189.15
Photography I	PH 1	Hour	253.61	262.49	271.67	281.18	291.02
Photography II	PH 2	Hour	177.51	183.72	190.15	196.81	203.70
Project Management I	PM 1	Hour	380.37	393.68	407.46	421.72	436.48
Project Management II	PM 2	Hour	228.23	236.22	244.49	253.04	261.90
Project Management III	PM 3	Hour	131.88	136.50	141.27	146.22	151.34
Project Management IV	PM 4	Hour	88.77	91.88	95.09	98.42	101.87
PR/Media Relations I	PR 1	Hour	228.23	236.22	244.49	253.04	261.90
PR/Media Relations II	PR 2	Hour	190.20	196.86	203.75	210.88	218.26
PR/Media Relations III	PR 3	Hour	131.88	136.50	141.27	146.22	151.34
Qualitative/ Quantitative Research I	QR 1	Hour	380.37	393.68	407.46	421.72	436.48
Qualitative/ Quantitative Research II	QR 2	Hour	316.99	328.08	339.57	351.45	363.75
Qualitative/ Quantitative Research III	QR 3	Hour	202.86	209.96	217.31	224.91	232.79
Qualitative/ Quantitative Research IV	QR 4	Hour	103.98	107.62	111.39	115.28	119.32

*Each contract year runs from August 14 to August 13.



(Continued from page 4)

Labor category	Unit	GSA Price				
		Year 16 (‘15–‘16)	Year 17 (‘16–‘17)	Year 18 (‘17–‘18)	Year 19 (‘18–‘19)	Year 20 (‘19–‘20)

*Each contract year runs from August 14 to August 13.

Media Studio

Please note our prices are flexible to meet your needs.

B&W Copies – Letter	Unit	0.10	0.10	0.11	0.11	0.11
B&W Copies – Tabloid	Unit	1.18	1.22	1.26	1.31	1.35
Color Copies – Letter	Unit	1.27	1.31	1.36	1.41	1.46
Color Copies – Tabloid	Unit	2.52	2.61	2.70	2.79	2.89
Digital/Audio Recording Studio	Hour	367.69	380.56	393.88	407.66	421.93
Music/Art Selection	Hour	405.75	419.95	434.65	449.86	465.61
Narration	Hour	334.74	346.46	358.58	371.13	384.12
Video Editing w/Avid Equipment I	Hour	405.74	419.94	434.64	449.85	465.60
Video Editing w/Final Cut	Hour	266.25	275.57	285.21	295.20	305.53
Video Graphics/Animation	Hour	349.93	362.18	374.85	387.97	401.55

The above prices include the Industrial Funding Fee 0.75%.



“OTHER DIRECT COSTS” PRICE LIST SPECIAL ITEM NO. 541-1000/RC

The awarded prices are listed below and are ceiling rates that include the required .75% Industrial Funding Fee (IFF).

1. **Media Purchase: Integrated Marketing Campaign — \$1,594,669.23**
Broadcast (television and radio) to English, Spanish, and Chinese-speaking audiences, Out-of-Home media (bus shelters and billboards) to English and Spanish-speaking audiences, and print publications, and deliveries.
2. **Media Purchase: Print Publication — \$91,084.74**
Magazine advertisement insertion.
3. **Media Purchase: Out-of-Home Media — \$67,048.95**
Premiere squares, eco-posters, transit shelters, wall-scapes, production of 12 posters, 20 shelters, 1 premiere square, and installation.
4. **Media Purchase: Online Banner Ads (CPM & CPC) — \$311,212.43**
Online Banner advertising campaign based on CPM (Cost Per Thousand impressions) and CPC (Cost Per Click).
5. **Media Purchase: Online Pay-Per-Click (PPC) — \$73,418.36**
Search Engine Marketing (SEM), Google Adwords costs.
6. **Production: TV Commercial — \$208,045.55**
Production expenses on TV spots that include equipment, location, casting related, sets, wardrobe, materials, stock, motion graphic, music licensing, and distribution.
7. **Production: Radio Spot — \$17,626.57**
Production expenses for radio spot production includes audio recording and music, adaptation of English scripts to Spanish, and talent fees.
8. **Production: Photography — \$34,366.75**
Casting and production expenses for photo shoot.
9. **Production: Video Program — \$89,614.49**
Production expenses for a video program (DVD) – pre-production, production, and post-production.
10. **Production: Brochures — \$30,236.43**
Printing expenses for 93,000 brochures, 8.5" x 22", 4/4 and white coated cover dull, offset printed 5 colors front (including dull varnish), and 4 colors back with spot dull varnish, tax, and shipping.
11. **Production: Posters, Signs, and Pop-up Banners — \$12,537.12**
Production expenses for 24" x 36" posters, 17" x 7" signs, and double-sided 3' x 8' pop-up banners.
12. **Production: Banners and Tablecloths — \$16,428.76**
Production expenses for 3' x 8' double-sided outreach banners, full color, and outreach tablecloths for 6' tables.
13. **Production & Distribution: Direct Mail — \$72,244.00**
Production expenses for printing multiple items, including envelopes, letters, posters, and reply cards; inserting and sealing, presort and mail, mailing list usage, postage, and tax.
14. **Trade Show: Exhibitor Space Rental and Booth — \$37,558.78**
Production and booth rental for trade show or conference event, including program ad, booth, banners, audio-visual, electrical, and badge scanners.
15. **Marketing Research: Qualitative Focus Groups — \$57,084.48**
Twelve focus groups in English and Spanish including recruiting, facility, equipment, in-language resources, travel, and accommodations.



16. Marketing Research: Quantitative Online Survey — \$10,980.56

Pre-survey and post-survey expenses include survey software, data processing, coding, and cross tabs.

17. Marketing Research: Quantitative Telephone Survey — \$23,556.08

Expense for sample, cross tabulations, CATI programming, and 250 interviews per survey, 500 total pre- and post-event.

Awarded ODCs are comprised of the description above and are directly applicable to the services provided. Agency orders may alter the type, quality, and timing of each component and thus result in a lower/higher price for specific requirements. OneWorld Communications is advised that based on the specific task identified at the task order level, Clause 552.238-75 Price Reductions may be used to provide a proposed fixed price to the agency to more accurately reflect the actual work required. Orders may not exceed the awarded ODCs as specified above without modification to this contract. The above prices include the Industrial Funding Fee 0.75%.





Service Contract Act (SCA) Matrix

Oneworld Communications, Inc. certifies the GSA awarded rate meets or exceeds the minimum wage rate as identified in Wage Determination 2005-2059, Revision 16, dated 12/22/2014, currently incorporated into the AIMS Solicitation for the SCA non-exempt labor categories identified in the matrix below.

SCA Eligible Labor Category	SCA Equivalent Code Title	Wage Determination No
Extra Accountancy	01013 – Accounting Clerk III	2005-2059
Admin Support Services I	01311 – Secretary I	2005-2059
Admin Support Services II	01113 – General Clerk	2005-2059
Graphic Design I	15080 – Graphic Artist	2005-2059
Graphic Design II	15080 – Graphic Artist	2005-2059
Graphic Design III	13041 – Illustrator I	2005-2059
Copywriting/Scripting I	30463 – Technical Writer III	2005-2059
Copywriting/Scripting II	30462 – Technical Writer II	2005-2059
Copywriting/Scripting III	30461 – Technical Writer I	2005-2059
Copywriting/Scripting IV	30461 – Technical Writer I	2005-2059
Photography I	13073 – Photographer III	2005-2059
Photography II	13072 – Photographer II	2005-2059
Media Production I	13063 – Media Specialist III	2005-2059
Media Production	13063 – Media Specialist III	2005-2059
Media Production	13062 – Media Specialist II	2005-2059
Media Production	13061 – Media Specialist I	2005-2059

The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the cited SCA labor categories are based on the U.S. Department of Labor WD Number(s) identified in the SCA matrix. The prices offered are based on the preponderance of where work is performed and should the Contractor perform in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.



Dear Federal Buyer,

Access our strategic approach, creativity, and experience today. Fulfill your projects on-time and within budget. Please ask for references of our numerous pleased customers.

You'll find us to be a smart choice because our unique strategic process helps to ensure high quality and effective communications. We care more about your challenges. We know how to engage your customers better. We connect cross-culturally utilizing our in-country and international experience. We are full-service, and able to choose from the best approaches to meet your needs. As an award-winning member of the American Association of Advertising Agencies (AAAA), we are current with the best practices of our industry.

Call us today for a free consultation about your proposed project.

We look forward to serving you with excellence!

Jonathan Villet
President
OneWorld Communications



[Click to see samples of our work.](http://OneWorldSF.com/work)
OneWorldSF.com/work



Our Services

GSA Special Item Numbers (SIN)

SIN 541-5/RC Integrated Marketing Services

OneWorld offers complete solutions that integrate various services. This may include the creation of comprehensive solutions using strategically targeted marketing plans that include full service branding, creative message development, media planning and execution of multimedia campaigns involving two or more services such as marketing research, advertising, public relations, graphic design, photography, video/film production, websites, and web-based marketing.

SIN 541-1/RC Advertising Services

OneWorld's services promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include:

- Determination of the advertising objective
- Message decision
- Creation of original message concepts
- Media selection, planning, and placement
- Web and interactive media, social media, search engine optimization (SEO), and search engine marketing (SEM)
- Online display advertising
- Print media (newspaper & magazine advertising)
- Outdoor and transportation media
- Broadcast media – radio, TV, and public service announcements (PSAs)
- Direct mail services
- Trade show, conference and outreach displays and booths
- Promotional items
- Advertising evaluation

SIN 541-2/RC Public Relations Services

OneWorld provides customized media and public relation services such as the development of media messages and strategies, recommendations of media sources for placement of campaigns, preparation of media materials such as: background materials, press releases, speeches and presentations and press kits. These and other related services include:

- Executing media programs
- Conducting press conferences
- Scheduling broadcast and/or print interviews
- Press, public relations, and crisis communications
- Media training: training of agency personnel to deal with media and media responses
- Media alerts, press clipping services
- Social media

SIN 541-4A/RC Market Research and Analysis

OneWorld carries out all forms of qualitative and quantitative marketing research, both to analyze the marketplace and understand consumer perceptions, for the purpose of developing effective products and services, and communications about them. Our services include:

- Customizing strategic marketing plans
- Positioning products, services, and ideas
- Branding initiatives



- Creating public awareness of products, services, and issues
- Targeting market identification and analysis (continued next page)
- Establishing measurable marketing objectives
- Determining market trends and conditions; identifying and implementing appropriate strategies
- Conducting focus groups, telemarketing, individual interviews
- Designing/distributing surveys and polls, and compiling/analyzing results
- Establishing call centers (in relation to services provided under this schedule)

541-4B/RC Video/Film Production

OneWorld provides videotape and film production services to inform the public and government agencies about the latest products, services, and/or issues. Examples of our pre-production, production and post-production services include original concepts, writing, location reconnaissance, directing, shooting in studios, on location, live shows, or events, arranging for talent, animation, narration, editing, music and sound effects, duplication, and distribution. We provide various outputs in industry standard formats, as well as CD-ROM, DVD, and Internet streaming video.

SIN 541-4E/RC Commercial Photography Services

We provide photography services for commercial advertisements and/or illustrations that will appear in books, magazines, and/or other media. Services include:

- Creative direction
- Black and white, color photography
- Digital photography
- Architectural photography
- Still photographs
- Field and studio photography
- Digital manipulation for image creation
- Photo editing and high-resolution scans

SIN 541-4F/RC Commercial Art and Graphic Design (and Writing)

We provide commercial art, graphic design, and special effects that educate the consumer market about a product or service, along with updating, rewriting, and/or editing materials. Services may include:

- Creative direction
- Conceptual design and layouts, logos, and corporate identity
- Copywriting and technical writing services
- Sketches, drawings, publication designs, and typographic layouts
- Furnishing custom or stock artwork (including electronic artwork)
- Website design and programming
- Online display graphics and programming

SIN 541-1000/RC Other Direct Costs

We provide competitively priced purchases related to our marketing work such as audio/visual equipment, facility rental, commercial production, media costs, booth space rental, printing and duplication, etc.



Our Value for You

A Best Value service provider

Count on Best Value from us. We provide high quality marketing communications:

- Bringing a strategic approach also to small projects, drawing on our wide experience
- Conveying even complex ideas in clear and compelling ways
- Addressing both mainstream and special demographic / cultural populations
- Being flexible and innovative to meet challenges
- Providing projects on-time, within budget.

Look for us to excel in providing integrated communications campaigns. These campaigns may involve marketing research of consumer perceptions and market positioning, development of marketing strategy, branding, creative messaging and execution in many different media, and evaluation.

International Expertise & Cross-Cultural Communications

Draw on our many years experience producing communications on different continents. We have expertise in Social Marketing and Development Communication, to involve people of different cultures. We have produced media products for many different ethnic communities in the USA, too.

Credentials

GSA has performed a rigorous evaluation of our capabilities and financial stability. They independently evaluated our customer references through a Dun & Bradstreet Performance Evaluation of Timeliness, Problem Responsiveness, Quality, Total Cost, Technical, and Attitude, resulting in an outstanding score of "1.28" on a scale of 1 to 5. (Scale: 1 = Exceeds Expectations, 3 = Meets Expectations, 5 = Below Expectations.) DUNS No. 05-883-8892.

Client references are available on request.



Member, American Association of Advertising Agencies

We are proud to be part of the AAAA, to which only a small percentage of select advertising agencies in the USA have been nominated. Our nomination was a result of our excellent quality, financial stability and ethical standing in the community. The AAAA assists our firm to keep current with the latest trends and best practices in our industry, and is a source of marketing research information.



Eligibility

GSA Order ADM 4800.2E provides the authority to the following federal agencies, departments and affiliated organizations to use the Advertising and Integrated Marketing Solutions (AIMS) Schedule with us:

Executive Agencies

African Development Foundation
 Agency for International Development
 Agriculture, Department of
 Air Force, Department of
 American Battle Monuments Commission
 Armed Forces Retirement Home
 Army Corp of Engineers
 Army, Department of
 Bonneville Power Administration
 Bureau of Land Management
 Central Intelligence Agency
 Christopher Columbus Fellowship Foundation
 Commerce, Department of
 Commission on Civil Rights
 Commission on Fine Arts
 Commodity Credit Corporation
 Commodity Futures Trading Commission
 Consumer Products Safety Commission
 Corporation for National Community Service
 Defense, Department of
 Defense agencies and Joint Service Schools
 Defense Nuclear Facilities Safety Board
 Education, Department of
 Energy, Department of
 Environmental Protection Agency
 Equal Employment Opportunity Commission
 Executive Office of the President
 Export-Import Bank of U.S.
 Farm Credit Administration
 Federal Communications Commission
 Federal Election Commission
 Federal Maritime Commission
 Federal Trade Commission
 Forest Service, U.S.
 General Services Administration
 Government National Mortgage Association
 Harry S. Truman Scholarship Foundation

Health and Human Services, Department of
 Housing and Urban Development, Department of
 Institute of Museum and Library Sciences
 Interagency Council on the Homeless
 Inter-American Foundation
 Interior, Department of the
 International Boundary and Water Commission,
 United States Section
 Justice, Department of Kennedy Center
 Labor, Department of
 Madison, James, Memorial Fellowship Foundation
 Merit Systems Protection Board
 Morris K. Udall Foundation
 National Aeronautics and Space Administration
 National Archives and Records Administration
 National Credit Union Administration
 (not individual credit unions)
 National Council on the Handicapped
 National Endowment for the Arts
 National Endowment for the Humanities
 National Labor Relations Board
 National Science Foundation
 National Transportation Safety Board
 Navy, Department of
 Nuclear Regulatory Commission
 Nuclear Waste Technical Review Board
 Occupational Safety and Health Review Commission
 Office of Federal Housing Enterprise Oversight
 Office of Personnel Management
 Office of Special Counsel
 Panama Canal Commission
 Peace Corps
 Pension Benefit Guaranty Corporation
 Postal Rate Commission
 Presidio Trust, The
 Railroad Retirement Board
 St. Elizabeths Hospital

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(continued from page 12)

Securities and Exchange Commission
Selective Service System
Small Business Administration
Smithsonian Institution
State, Department of
Tennessee Valley Authority
Trade and Development Agency

Transportation, Department of
Treasury, Department of
U.S. Arms Control and Disarmament Agency
U.S. Information Agency
U.S. International Development Cooperation Agency
U.S. International Trade Commission
U.S. Postal Service
Veterans Affairs, Department of

Other Eligible Users

Administrative Conference of the U.S.
Administrative Office of the U.S. Courts
Advisory Commission on Intergovernmental Relations
Advisory Committee on Federal Pay
American Printing House for the Blind
American Samoa, government of
Architect of the Capitol
Architectural and Transportation Barriers
Compliance Board
Bank for Cooperatives
Certain non-appropriated fund activities
(generally, not for resale)
Coast Guard Auxiliary (through the U.S. Coast Guard)
Committee for Purchase from the Blind and
other Severely Handicapped
Contractors and subcontractors – cost reimbursement
(as authorized by the applicable agency’s
contracting official)
Contractors and subcontractors – fixed price (security
equipment only when so authorized by the
applicable agency’s contracting official) Courts,
Federal (not court reporters)
Delaware River Basin Commission
District of Columbia, government of
Farm Credit Banks
Federal Deposit Insurance Corporation
Federal Home Loan Banks
Federal Intermediate Credit Bank
Federal Land Bank
Federal Reserve Board of Governors Firefighters,
Non-Federal (as authorized by the Forest Service,
U.S. Department of Agriculture)

Gallaudet University
Government Printing Office
Guam, government of
House of Representatives, U.S.
Howard University (including hospital)
Japan-United States Friendship Commission
Land Grant Institutions
Legal Services Corporation (not its grantees)
Library of Congress
Marine Mammal Commission
Medicare Payment Advisory Commission
National Bank for Cooperatives (CoBank)
National Capital Planning Commission
National Gallery of Art
National Guard Activities (only through U.S.
Property and Fiscal Officers)
National Technical Institute for the Deaf
Navajo and Hopi Indian Relocation Commission
Neighborhood Reinvestment Corporation
Northern Mariana Islands, Commonwealth,
government of Senate, U.S.
Stennis, John C., Center for Public Service Training and
Development
Susquehanna River Basin Commission
U.S. Institute of Peace
U.S. Representative, Office of Joint Economic Commission
Virgin Islands, government of
(including Virgin Islands Port Authority)
Washington Metropolitan Area Transit Authority (METRO)



International Organizations

African Development Fund
American Red Cross
Asian Development Bank
Caribbean Organization
Counterpart Foundation,
Customs Cooperation Council
European Space Research Organization
Food and Agriculture Organization of the United Nations
Great Lakes Fishery Commission
Inter-American Defense Board
Inter-American Development Bank
Inter-American Institute of Agriculture Sciences
Inter-American Investment Corporation
Inter-American Statistical Institute
Inter-American Tropical Tuna Commission
Intergovernmental Maritime Consultive Organization
Intergovernmental Committee for European Migration
International Atomic Energy Agency
International Bank of Reconstruction and Development
(WORLD BANK)
International Boundary Commission-United States and
Canada
International Boundary and Water Commission-United
States and Mexico
International Center for Settlement of Investment Disputes
International Civil Aviation Organization
International Coffee Organization
International Cotton Advisory Committee
International Development Association
International Fertilizer Development Center
International Finance Corporation
International Hydrographic Bureau
International Institute for Cotton
International Joint Commission-United States and Canada
International Labor Organization
International Maritime Satellite Organization
International Monetary Fund
International Pacific Halibut Commission
International Pacific Salmon Fisheries Commission-Canada
International Secretariat for Volunteer Services
International Telecommunications Satellite Organization
International Telecommunications Union
International Wheat Council
Lake Ontario Claims Tribunal
Multinational Force and Observers
Multinational Investment Guarantee Agency (MIGA)
North American Treaty Organization (NATO)
Organization of African Unity
Organization of American States
Organization for Economic Cooperation and Development
Pan American Health Organization
Radio Technical Commission for Aeronautics
South Pacific Commission
United International Bureau for the Protection of
Intellectual Property
United Nations
United Nations Educational, Scientific, and
Cultural Organization
Universal Postal Union
World Health Organization
World Intellectual Property Organization
World Meteorological Organization
World Tourism Organization



OneWorld Communications®

GSA Schedule 541 Advertising and Integrated Marketing Solutions (AIMS) Contract GS-23F-0383K

Labor/Task Category Descriptions

Summary of Labor/Tasks Provided

OneWorld Communications provides the full range of marketing communications, media production, and public information services. For Government agencies OneWorld engages stakeholders at all levels, raises awareness, and increases support for Government programs, initiatives, and innovations that seek to improve and safeguard the public welfare.

OneWorld creates strategies and executes tactics which may include integrated and often multi-cultural media and outreach campaigns, as well as smaller projects providing the following types of services: marketing research, planning, media production (television, radio, print, and outdoor advertising, online, web sites, web video and rich media), social media, commercial art/graphic design, photography, trade shows/exhibits and events planning, direct mail, media relations and public relations. We utilize our proprietary marketing communications process to ensure that all projects are strategically focused to produce results and achieve the objectives of our clients.

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PROJECT MANAGEMENT

Project Management – Level I

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

Experience: 12 years experience in multiple areas of marketing communications management or equivalent demonstrated training, performance and achievement in this field.

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

Project Management – Level II

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

Experience: 8 years related experience in multiple areas of marketing communications management or equivalent demonstrated training, performance and achievement in this field.

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



Project Management – Level III

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

Experience: 4 years related experience in multiple areas of marketing communications management or equivalent demonstrated training, performance and achievement in this field.

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

Project Management – Level IV

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

Experience: 1 year related experience in multiple areas of marketing communications coordination or equivalent demonstrated training, performance and achievement in this field.

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



CREATIVE DIRECTION

Creative Direction – Level I

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

Experience: 12 years related experience in making messages and images, or equivalent demonstrated training, performance and achievement in this field.

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

Creative Direction – Level II

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

Experience: 8 years related experience in making messages and images or equivalent demonstrated training, performance and achievement in this field.

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



Creative Direction – Level III

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

Experience: 3 years related experience in making messages and images or equivalent demonstrated training, performance and achievement in this field.

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

QUALITATIVE RESEARCH (MARKET RESEARCH)

Qualitative Research – Level I

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

Experience: 12 years related experience in qualitative research project management or equivalent demonstrated training, performance and achievement in this field.

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



Qualitative Research – Level II

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

Experience: 8 years related experience in qualitative research project management or equivalent demonstrated training, performance and achievement in this field.

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

Qualitative Research – Level III

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

Experience: For formal research, 4 years related experience in qualitative research project management or equivalent demonstrated training, performance and achievement in this field. For informal research, 4 years directly related experience in marketing communications or equivalent demonstrated training, performance and achievement in this field.



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

Qualitative Research – Level IV

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

Experience: 1 year related experience in qualitative research project management or equivalent demonstrated training, performance and achievement in this field.

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

QUANTITATIVE RESEARCH (MARKET RESEARCH)

Quantitative Research – Level I

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



Experience: 12 years related experience in quantitative research project management or equivalent demonstrated training, performance and achievement in this field.

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

Quantitative Research – Level II

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

Experience: 8 years related experience in quantitative research project management or equivalent demonstrated training, performance and achievement in this field.

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

Quantitative Research – Level III

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

Experience: 4 years related experience in quantitative research or equivalent demonstrated training, performance and achievement in this field.

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



Quantitative Research – Level IV

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

Experience: 2 years related experience in quantitative research or equivalent demonstrated training, performance and achievement in this field.

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

MARKETING PLANNING

Marketing Planning – Level I

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

Experience: 12 years related experience marketing communications program and strategy planning, or equivalent demonstrated training, performance and achievement in this field.

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

Marketing Planning – Level II

Job Description: Works with clients and other experts in a leadership role to develop a marketing communications plan and strategy including as needed, market research, objectives, marketing mix, identity and branding, positioning, messages, channels and, as needed, the refinement of those same ideas, concepts, products and services to be



marketed, so that they address the needs and concerns of chosen populations. Provides a “customer-oriented” perspective and strategy. Directly provides or supervises experts in the creation and execution of needed components.

Experience: 8 years related experience marketing communications program and strategy planning, or equivalent demonstrated training, performance and achievement in this field.

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

Marketing Planning – Level III

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

Experience: 2 years related experience marketing communications program and strategy planning, or equivalent demonstrated training, performance and achievement in this field.

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

MEDIA RESEARCH

Media Research – Level I

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



and supervises media research activities utilizing on-line media databases, editorial calendars, media kits, direct mail lists and other resources.

Experience: 8 years experience in media and marketing communications programs, with capability to utilize on-line media databases and other resources, or equivalent demonstrated training, performance and achievement in this field.

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

Media Research – Level II

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

Experience: 4 years experience in media and marketing communications programs with capability to utilize on-line media databases and other resources, or equivalent demonstrated training, performance and achievement in this field.

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

Media Research – Level III

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



media research activities utilizing on-line media databases, editorial calendars, media kits, direct mail lists and other resources.

Experience: 2 years experience in media and marketing communications programs, or equivalent demonstrated training, performance and achievement in this field.

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

Media Research – Level IV

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

Experience: 1 year experience in marketing communications programs, or equivalent demonstrated training, performance and achievement in this field.

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

MEDIA BUYING

Media Buying – Level I

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



negotiates any adjustments or make-goods as necessary, recommends payment of media billing and reports on media advertising progress or fulfillment as needed.

Experience: 5 years experience in media buying or equivalent demonstrated training, performance and achievement in this field.

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

Media Buying – Level II

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

Experience: 2 years experience in media buying or equivalent demonstrated training, performance and achievement in this field.

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

Media Buying – Level III

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

Experience: 1 year experience in media buying or equivalent demonstrated training, performance and achievement in this field.



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

MEDIA PRODUCTION

Media Production – Level I

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

Experience: 8 years related experience in media production related to task, such as film, television, photography, design, direct mail and other types of production management or equivalent demonstrated training, performance and achievement in this field.

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

Media Production – Level II

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



on budget. This level also includes Directors of Photography and Motion Graphic Designers who may be required for high quality productions.

Experience: 6 years related experience in media production related to task, such as film, television, photography, design, direct mail and other types of production management or equivalent demonstrated training, performance and achievement in this field.

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

Media Production – Level III

Job Description:

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

Experience: 3 years of direct experience in media production related to task, such as film, television, photography, design, direct mail and other types of production or equivalent demonstrated training, performance and achievement in this field.

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

Media Production – Level IV

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



Experience: 1 year of direct experience in media production related to task, such as film, television, photography, design, direct mail and other types of production or equivalent demonstrated training, performance and achievement in this field.

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

GRAPHIC DESIGN

Graphic Design (also Web) – Level I

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

Experience: 8 years of experience creating designs, performing production work and managing design projects or equivalent demonstrated training, performance and achievement in this field. For web-site design, a thorough knowledge of HTML programming is essential and a working knowledge of JavaScript programming is beneficial.

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

Graphic Design (also Web) – Level II

Job Description: Works with clients and other experts to establish the conceptual and stylistic direction for a project, in order to articulate key messages, address the audience profile, and meet objectives for projects utilizing graphic design, typography



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

Experience: 4 years of experience creating designs, performing production work and managing design projects, or equivalent demonstrated training, performance and achievement in this field. For web-site design, a thorough knowledge of HTML programming is essential and a working knowledge of JavaScript programming is beneficial.

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

Graphic Design (also Web) – Level III

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

Experience: 2 years of experience working with designers to create high-quality designs or equivalent demonstrated training, performance and achievement in this field. For web-site projects, knowledge of HTML programming is essential, and working knowledge of JavaScript/ other programming is beneficial.

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



COPYWRITING / SCRIPTWRITING

Copywriting / Scripting – Level I

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

Experience: 8 years experience copywriting or scriptwriting or equivalent demonstrated training, performance and achievement in this field.

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

Copywriting / Scripting – Level II

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

Experience: 4 years experience copywriting or scriptwriting or equivalent demonstrated training, performance and achievement in this field.

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



Copywriting / Scripting – Level III

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

Experience: 2 years experience copywriting or scriptwriting or equivalent demonstrated training, performance and achievement in this field.

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

Copywriting / Scripting – Level IV

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

Experience: 1 year experience copywriting or scriptwriting or equivalent demonstrated training, performance and achievement in this field.

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



PHOTOGRAPHY

Photography – Level I

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

Experience: 8 years related experience in editorial or corporate photography or photojournalism or equivalent demonstrated training, performance and achievement in this field.

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

Photography – Level II

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

Experience: 4 years related experience in editorial or corporate photography or photojournalism or equivalent demonstrated training, performance and achievement in this field.

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



PHOTO EDITING

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

Experience: 2 years of experience in photographic editing or a related photo / image selection process or equivalent demonstrated training, performance and achievement in this field.

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

PUBLIC RELATIONS / MEDIA RELATIONS

PR/Media Relations – Level I

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



Experience: 8 years related experience in public/media relations with demonstrated outputs or equivalent demonstrated training, performance and achievement in this field.

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

PR/Media Relations – Level II

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

Experience: 4 years related experience in public/media relations with demonstrated outputs or equivalent demonstrated training, performance and achievement in this field.

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

PR/Media Relations – Level III

Job Description: Works with experts and clients to formulate public relations campaigns. Drafts public relations materials including, press releases, backgrounders, fact sheets, media alerts and feature articles that successfully address consistent messages to targeted audiences. Organizes and maintains targeted print and electronic media lists for targeting specific media, and respective editors, journalists and broadcast producers for purposes of public relations, public awareness and publicity efforts. Distributes materials to these lists, and follows up with requests for additional information. Handles details ensuring that press conferences run smoothly. Provides backup support in scheduling broadcast and/or print interviews.

Experience: 2 years related experience in public/media relations or marketing communications or equivalent demonstrated training, performance and achievement in this field.



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

EXTRA ACCOUNTANCY / A/R MANAGEMENT

For large and/or complex projects, provides extra inputs to be responsible for accounts payable, accounts receivable and payroll. This includes being responsible for the disbursement and reconciliation of funds, preparation of monthly financial statements, produce a monthly reporting package that provides management with data that is critical to running the project, creating and documenting accounting policies and procedures, interacting with customer and vendor public accounting firm in year-end audits and preparation of taxes, participating in the periodic or annual budget and long-term planning process, participating in the implementation of new accounting systems. Advises on financial planning, structure and organization and then supervises execution to ensure cash flow to help ensure the timely flow of work. Is responsible to financially close projects.

Experience: 4 years related experience in Accounting or Finance, preferably with a CPA.

Education: Bachelors degree, preferably in Accounting, Finance, related field, or equivalent technical training.

Extra Clerking Services

For large and/or complex projects the clerk assists the accountant in accounts payable, accounts receivable and payroll.

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

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



EXTRA ADMINISTRATIVE SUPPORT SERVICES

Extra Admin Support Services – Level I

Job Description: Provides extra administrative support directly to clients and experts for a range of marketing communications project outputs including research, compilation, tracking, coordination, follow-up, making special arrangements, purchasing and other support activities.

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

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

Extra Admin Support Services – Level II

Job Description: Provide extra administrative support for a range of marketing communications project outputs including research, compilation, coordination, tracking, follow-up, making special arrangements, purchasing and other support activities.

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

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

MEDIA STUDIO

B&W Copies - Letter

B&W Copies - Tabloid

Color Copies - Letter

Color Copies - Tabloid

Video Editing w/ Avid Equipment I

Editing with HD digital system. Finishing with titling, color correction, motion effects, motion graphics, and audio mixing and EQ. Mastering to tape. Sources include all current digital and tape formats. Some high-end formats available at additional cost.

Video Editing w/ Final Cut



Editing with current PC- or Mac-based digital editing system such as Final Cut Pro, with Media Production IV level editor, or equivalent. Digitizing, organizing, basic effects, titling and editing. Sources include all current digital and tape formats. Some high-end formats available at additional cost.

Video graphics / animation

AfterEffects motion graphics and 3D animation with Media Production III level motion graphic artist, or equivalent. Sources include all current digital and tape formats. Some high-end formats available at additional cost.

Music / Art Selection

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

Narration (recording studio)

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

Digital Audio Recording Studio (music creation / editing)

Music recording studio with musician creating and/or editing original electronic and sampled music. Music licensing for pre-existing “library” music available at additional cost.

END OF LIST

