

Professional Support Services



Federal Supply Schedule 738 I Marketing, Media and Public Information Services

A BEST VALUE SERVICE PROVIDER ONEWORLD COMMUNICATIONS, INC. — THE WESTERN USA SPECIALIST FOR PUBLIC SERVICE MARKETING, ADVERTISING AND MEDIA

OneWorld Communications is a full-service company to fulfill your marketing, media and public information objectives.

For projects large or small, you'll benefit from our complete menu of expertise, creativity and the powerful tools of our trade.

Count on Best Value from OneWorld Communications:

- We specialize in assisting government and non-profit organizations. As team players, we respond well to the organizational process required;
- We specialize in working in western USA markets;
- We help you choose from all the available tools to identify and solve problems, to find and utilize opportunities, and to reach your goal; and
- We combine cost-efficiency, innovation and quality.

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

Capability

GSA Awarded Marketing, Media and Public Information Schedule Item Numbers:

- 738-1 Market Research, Media Analysis and Related Services
- 738-4 Press and Public Relations Services
- 738-5 Public Education and Outdoor Marketing and Media Services
- 738-6 Radio, Television and Public Service Announcements Services
- 738-11 Commercial Art and Graphic Design Services
- 738-12 Videotape and Film Production Services
- 738-10 Commercial Photography Services

Western USA Know-how

Our location in San Francisco CA, provides a better springboard than many other Schedule firms to address markets in the western USA.

Multi-cultural and International Expertise

Our many years of international experience providing marketing communications, message-making and media - in Africa and other regions - brings additional sensitivity and skills here at home.

Performance Evaluation by Dun & Bradstreet

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

Clients, References, Small Business certified

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

We are registered under CCR and PRO-NET. We are a certified small business.

Access us through the Federal Supply Service and GSA Advantage!

Ask us how to acquire our energy and expertise through the GSA Marketing, Media and Public Information Services Schedule. Check with your GSA Contracting Officer, Sherri Burns, Phone (703) 308-6531, or sherri.burns@gsa.gov, who can advise how to order using the Schedule.

For a free and informal consultation or for more information, please contact:

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GSA contract numbers: GS-23F-0383k
GS-23F-0384k

Federal Supply Schedule 738 I Marketing, Media and Public Information Services

FOLLOWING LEWIS & CLARK

This country is approaching the bicentennial of the Lewis & Clark Expedition, which took place from 1803-1806. Directed by President Jefferson to "learn all you can," these explorers were the first U.S. citizens to cross the Rocky Mountains and travel the entire breadth of the United States. For such milestones of history, multimedia is an ideal format for stimulating excitement and interest in learning.

InfiMedia, Inc., an Albuquerque, NM-based multimedia company, is working with the U.S. Department of Education and the University of Idaho to develop an educational CD-ROM on this historical event. This 2-hour, interactive product describes the hardships, decision points, significant events, and interactions with Native Americans associated with this 3-year expedition. It will provide a historical cornerstone against which students throughout the United States can discuss and measure 200 years of change.

Research for this project involved InfiMedia photographers and writers following the Missouri River from St. Louis, Missouri, to its headwaters in western Montana. From here, we traveled over the Bitterroot Mountains into Idaho and followed the Clearwater, Snake and Columbia Rivers to the Pacific. We took more than 3,000 photographs along the route during this journey.

In addition to these modern-day photos of the route, we obtained reproduction rights from several prominent art museums for paintings of 19th and 20th century western artists. This artwork, from artists such as Karl Bodmer, George Catlin, Charles M. Russell, Paul Kane and Sir Henry Warre, provides a unique insight into the landscapes and native cultures found along the expedition's route.

Another important part of the research consisted of reading ... and rereading ... the 12-volume set of Lewis & Clark journals. Nearly every page contains descriptions of geography, plant species and wildlife that were new to the scientists of the newly-emerging United States. Imagine—no U.S. citizen of the time had ever seen a mule deer, a prairie dog, a grizzly bear or a pronghorn antelope. Their expedition identified several hundred biological species that had never before been described for science.

Using the latest multimedia technology, InfiMedia developers wove narrative and quotes from the journals with photographs, video clips and paintings to tell the courageous stories of this historic journey. The inclusion of over thirty 360-degree panoramic photo sequences adds an experiential quality to the product by letting students view and examine environmental settings and historical sites along the expedition's route.

We expect the final product will be completed by the end of the year 2000. Nationwide distribution of the product could begin as early as mid-year 2001.

For up-to-date information on this and other InfiMedia products, please contact:

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N E W S F L A S H

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You save money when you buy supplies from GSA.

GSA's quality buying reduces your costs.

Federal Supply Schedule 738 I Marketing, Media and Public Information Services

OSBORN & BARR OFFERS SPECIALTY IN FEDERAL MARKETING AND COMMUNICATIONS

Osborn & Barr Communications is the advertising, marketing and branding strategist for a number of Federal bureaus and agencies. Our clients include Department of the Interior, Minerals Management Service, Gov.Works; Department of the Interior, Office of Safety and Occupational Health; Ohmsett, The National Oil Spill Response Test Facility; and the Department of the Treasury, FedSource.

Gov.Works

In 1998, Osborn & Barr partnered with the Department of the Interior to develop a marketing strategy to promote the Minerals Management Service's (MMS) Franchise Fund acquisition and procurement operations. Targeting Federal agency project managers, Osborn & Barr developed a brand strategy that would raise awareness of the brand and of the exceptional customer service levels versus attempting to increase awareness of each and every product and service offered by MMS.

Working closely with MMS, Osborn & Barr developed the Gov.Works brand and a communications plan that included direct mail, trade advertising, and web site design. Since the campaign was released in April 1999, Minerals Management Service Procurement (Gov.Works) increased sales from \$70 Million in FY98 to \$140 Million in FY99. Government Executive magazine featured the success of the Gov.Works campaign in its October 1999 article "Brand New Business."

Department of the Interior Safety Program

Additional DOI work was then committed based on the advertising agency's strategic brand development work on Gov.Works. This team was asked to implement a program that would make safety top-of-mind with all DOI employees, resulting in improved safety practices and accident prevention Department-wide. Osborn & Barr's answer was the "Think Twice. Work Safe." campaign, which features actual DOI employees delivering safety messages peer-to-peer. The communications plan included a series of three poster mailings to supervisors throughout the DOI, a mailing of safety training CD-ROMs and vehicle stickers, and the creation of a Department Safety Day event around which employees could rally.

The "Think Twice. Work Safe." campaign was released in July 1999 with the first drop of more than 30,000 posters to 11,000+ DOI supervisors. The initial response to the campaign has been tremendous. As a result, the DOI increased budget for the project, adding the CDROM/sticker mailing, and a Safety Day Idea Contest/Idea Book to the campaign.

The DOI is currently in the midst of a series of cooperative mailings combining the "Think Twice. Work Safe." message

with motor vehicle safety initiatives developed by the National Highway Traffic Safety Administration (NHTSA).

Ohmsett National Oil Spill Response Test Facility

Osborn & Barr's next project for the DOI involved marketing and brand awareness for Ohmsett—The National Oil Spill Response Test Facility managed by Minerals Management Service and operated by MAR, Inc., in Leonardo, New Jersey. The marketing challenge was to help Ohmsett diversify its client base by increasing awareness of the facility's testing and research capabilities in the private sector, with emphasis on the international market. Osborn & Barr developed materials that highlighted Ohmsett's unique abilities, along with a targeted marketing plan designed to reach response companies and recovery equipment manufacturers around the world, as well as both foreign and domestic oil companies. The communications plan included a video mailer with fact sheets, direct mail and trade publications. The campaign was just implemented in June 2000, and initial response has been positive.

FedSource

As a result of the agency's performance on the Gov.Works branding assignment, Osborn & Barr was then awarded the opportunity to perform a similar service for the FBA, an Independent Franchise Fund within the Department of the Treasury. The FBA offered a variety of procurement and auditing, financial management, and human resources services, and challenged Osborn & Barr to develop a brand umbrella under which to market these services. Osborn & Barr responded to the challenge by creating the brand FedSource, bundling the service categories, and developing a communications plan that includes an image brochure, direct mail, and web site. The campaign will be implemented in stages throughout the fall of 2000.

Coinciding with these successes was the establishment of a government-to-government communications team within Osborn & Barr. The team consists of both account managers, creative directors and brand managers who are sensitive to the needs of working within Federal guidelines and operations. If you would like to consult with the Osborn & Barr team on your marketing, communication or brand strategy needs, please contact:

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Federal Supply Schedule 738 I Marketing, Media and Public Information Services

STRATEGIC COMMUNICATIONS — IDENTIFY THE NEEDS, PICK A PARTNER

Two of the most common questions I get asked in casual conversation are 1) how do I know if I need a strategic communications program; and 2) what qualities do I look for when hiring a strategic communications firm.

The first question is the easiest to answer. Many organizations think of communications only when they are caught in a reactive situation: Your agency's policies change, for example, and you are charged with communicating the details to millions of Americans. Identifying the need in times of calm, however, is much more important to your overall success.

It is the proactive power of communications – as opposed to the reactive – that packs a punch. Identifying the need for a proactive, strategic communications program is often as simple as asking yourself a few questions:

- Does Congress understand the value of our agency?
- Do the citizens we serve understand our policies?
- Do they know how to interact with us in the most effective way?
- Do our coworkers welcome change and strive to adopt new procedures?
- Do our departments and facilities communicate and effectively work with one another?
- Do internal training initiatives cost too much and result in too little?
- Does our agency enjoy a positive public reputation?
- Do our employment ads yield a large pool of qualified applicants?
- Have we formed strategic alliances with other public or private agencies?

A proactive, strategic communications program – designed to deliver targeted messages to a specific audience through carefully chosen media – addresses these issues and more. It facilitates the exchange of specific information among coworkers, strategic partners and the public at large. At its best, a strategic communication campaign drives productivity to unprecedented levels and promotes a consistent, positive image to key external stakeholders.

Choosing a communications partner who can meet those objectives, however, is no easy task. The communications industry is overflowing with print shops, Web shops and advertising agencies, all of whom are vying for your business. The single most important thing to remember when choosing a partner is the firm's ability to deliver a strategy that integrates the best in all forms of media – from print to broadcast to interactive technology.

In today's marketplace, no single medium stands on its own. The successful communications program reaches out to the audience through whatever medium will have the most impact, whether that is a brochure, an interactive CD-ROM or a radio spot. That initial contact then becomes the first of many through the concept of spiral marketing – sending the audience from one communications vehicle to the next. Direct mail, for example, may send the reader to a Web site for more information. The Web site may ask the reader if he or she would like to receive a free e-mail newsletter, which is the beginning of a direct one-to-one marketing campaign. The newsletter at some point may ask the recipient if he or she would like to receive a free brochure highlighting a new service.

Finding a single communications partner who is able to integrate all of these elements into a single, successful campaign can be a challenge. As a starting point, here are three qualities to look for:

- 1) Strategic Development – Identify a partner with expertise in business model development, marketing communications, change management, distance learning and media buying/placement.
- 2) Traditional and New Media Creative – Look for a creative team well versed in a wide range of media, from traditional print and broadcast to all forms of new media, including Web sites and interactive CD-ROMs.
- 3) Interactive Technology – From graphic user interface design to transactional systems, make sure the team has the technological expertise to deliver on promises.

Condor Technology Solutions has developed and executed strategic communications programs for some of the Federal Government's most visible agencies. By focusing a well-rounded team of strategists, award-winning creative professionals and technological experts on the power of proactive communications, Condor has helped its clients improve organizational efficiency, educate employees and stakeholders, and build equity in their agencies.

If you would like to know what we can do for you, please contact us at:

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GSA Contract Number: GS-23F-0136K

Federal Supply Schedule 738 I Marketing, Media and Public Information Services

**ASIAN-AMERICAN COMPANY, IMAGE MEDIA SERVICES, INC.
RECRUITS OVER 3 MILLION FOR CENSUS 2000.**

Image Media Services, Inc., (IMS) recruited over 3.7 million people for Census 2000 which exceeded the U.S. Census Bureau goal of 3 million by more than 23 percent. As a result of IMS' efforts, over 7 million phone calls were made to the Census job hotline. Although Census anticipated that it would take an entire year to accomplish this goal, IMS completed the task in only 6 months. IMS met this challenge despite factors, such as, the tight job market, low unemployment rates, and a strong economy.

As a result of its accomplishments, IMS received an excellent evaluation and a certificate of appreciation for Outstanding Performance from the U.S. Department of Commerce. IMS also received a certificate of recognition for Outstanding Business in the Washington Area in September 2000. In addition, the Small Business Association nominated IMS as Small Business of the Year.

In just 2 months, IMS developed a strategic and comprehensive advertising campaign. This plan involved the creation of print, radio, television, on-line and transit ads. The nature of the Census 2000 campaign required IMS to be geographically sensitive in its strategic planning. IMS created ad copy in six different languages to target the general market as well as minority groups including African-Americans, Hispanics, Asians, American Indians and Pacific Islanders.

The main theme was "AN IMPORTANT JOB – THAT PAYS." Headlines included: Turn Spare Time into Extra Money; A Good Paying Job That Lets You Feel Good About Yourself; Earn the Respect of Your Community; and An Important Job for the Millennium. The campaign ran across the United States from December 1999 to June 2000.

IMS created an internet-based custom advertising request tracking system (ARTS) that enabled 520 Census offices nationwide the ability to send ad requests quickly and efficiently. Most importantly the ARTS system provided the abil-

ity to monitor each request from ad insertion through ad placement. IMS was able to place more than 6,000 ads in 6 months by means of this unique system. This new internet system can be customized to fit the needs of future clients. In addition, web-based applications can be developed to client specifications.

IMS is a full-service domestic and international business development firm located in McLean, Virginia. IMS specializes in national recruitment advertising, media consulting, public relations, event promotions, strategic joint venture development, translation services and budgeting/planning for general and ethnic niche markets. IMS is 8(a) certified with the U.S. Small Business Administration.

Today, IMS has expanded to serve the multiple needs of local, domestic and international businesses. Work with major corporations, such as AT&T, Korean Airlines and the United States Government has earned IMS a solid reputation for delivering quality advertising and consistently providing client satisfaction. The individuals that comprise IMS' diverse team contribute unique cultural, language, networking and business expertise to assist their clients in meeting the challenges of a dynamic global climate into the twenty-first century.

For more information, please phone the contractor direct at:

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