

Mind & Media offers comprehensive media strategy and full production services to help our clients solve complex communication challenges. Specializing in persuasive public information campaigns, customized training programs, and workforce recruitment strategies, we help our clients convey the right messages to the right people with the right technologies. Through smart use of media and message, we are committed to making measurable change in organizations, communities, and our world.

## Why Work with Us? Three Great Reasons...

# 1

### Our Work Makes a Difference

If you want to reach key constituents, get results, and leave a legacy, you'll love working with Mind & Media. Our work is designed to achieve measurable results, and we are committed to making a difference for you and your organization.

# 2

### Stellar Past Performance

Mind & Media is proud of our stellar record of producing high-quality communication programs, campaigns, and tools. Our clients, awards, and references reveal that we are some of the best and most eclectic in our field.

# 3

### Unique Culture, Great People

We attribute our success to our unique culture and strong values. Our people are some of the brightest in the industry and have helped us build one of the **Best Places to Work** (*Washington Business Journal*) in Washington, DC.

We make our clients look great, make their jobs easier, and help them achieve stunning results. You'll love working with us. See the following pages for more detail on all of the above.

8E/EDWOSB \* GSA Schedule \* Deep Past Performance



# Our Work Makes a Difference

## MIND POWER

- Audience Analysis
- Branding/Graphic Design
- Branding/Marketing Plans
- Communication Plans
- Distribution Strategies
- Instructional Design
- Lesson Plans
- Media Selection
- Message Development
- Risk Communication
- Skills Gap Analysis
- Trainer Selection/Training
- Training Plans

## MEDIA POWER

### Video & Multimedia

- Broadcast, Documentaries, PSAs
- CD- & Video-Based Training
- Original Video Programming
- Promotional CDs & Videos
- Stand-Up Training Tools
- Webcasting

### Web & Social Media Solutions

- Blogs/Vlogs
- Websites, Wikis
- Online Learning Games
- Podcasts/Vodcasts
- Section 508 Compliance
- SCORM-Ready Solutions
- Social Media Posting/Monitoring

### Print

- Brochures, Posters, Packaging
- Print Training Tools

## SPECIALTIES

- Health Education
- Environmental Education
- PTSD Awareness & Training
- Sexual Harassment & Assault Prevention & Response Training

Mind & Media creates innovative communication programs, campaigns, and tools that **create positive change**. Whether you're recruiting, training, or raising public awareness, Mind & Media combines **incisive communication strategy** with **cutting-edge technologies** to create solutions that shape the way audiences think and inspire them to take the right action.

To ensure quality and effectiveness in all that we produce, Mind & Media follows **proven production and quality assurance processes**. And with everything we develop, **we build in measurement** to ensure that our products **produce results** and our clients receive **best value**.

## Strategic Communication

Mind & Media can help your organization develop **focused, integrated, consistent** communication and targeted messaging. Let us help you **communicate change** or **shift organizational perceptions**. We can help you define your brand, communicate in a crisis, or develop marketing plans to achieve your mission.

## Awareness & Public Information

Mind & Media helps clients **build understanding and unity among stakeholders, showcase organizational successes, and strengthen public support**. Whether you need a broad-reaching public information campaign or a hard-hitting awareness tool, Mind & Media can give you something that will **make a lasting impression on today's media-savvy audiences**. Our consultants and new media experts work hand in hand to ensure your messages are clear, persuasive, and compellingly presented and use the right media to effectively disseminate them.

## Training & E-Learning

Mind & Media's expert staff of instructional designers and traditional and new media experts will work closely with you to conceptualize, develop, and implement customized e-learning and training solutions that will help you **safeguard your organizational knowledge, retain your best and brightest, and train tomorrow's workforce**. Our training tools are unparalleled for their success in teaching, engaging, and achieving measurable results, and we have the experience to back it up.

## Let Us Help You Leave a Legacy!



# Stellar Past Performance

## GOVERNMENT CLIENTS

Army Environmental Center  
Army SHARP Program  
Centers for Medicare & Medicaid Services  
Center for Neuroscience & Regenerative Medicine  
Employee Benefits Security Admin.  
DOE Energy Efficiency and Renewable Energy  
HUD Healthy Homes & Lead Hazard Control  
Kansas National Guard Resiliency Center  
National Guard Bureau  
US Army ERDC  
USAF Conjoint CBT for PTSD  
USDA Economic Research Service  
National Center for Health Promotion & Disease Prevention  
VA National Center for PTSD  
DOL Veterans' Employment & Training Service

## CORPORATE CLIENTS

Accenture  
Armed Forces Services Corp.  
Cyveillance  
DefenseWeb  
General Dynamics IT  
Information International Assoc.  
Rainmakers Strategic Solutions Inc.  
Skyline Ultd. Inc.

## NONPROFIT CLIENTS

ACS Cancer Action Network  
City of Alexandria  
Embassy Series  
Kaiser Family Foundation  
March of Dimes  
Sustainable Communities Foundation  
Washington Humane Society

“What better testimonial for your great work can I relate, but that a stranger came up to me who remembered me as host from the online training he’d seen and said, “I’ve had to sit through a lot of e-learning in my career, but that had to be the **best web-based training experience I’ve ever had....ALL e-learning should be that good!**”

—*Eric Olson, Cyveillance Inc.*

Since the [video-based training product] launched, many users have commented on **how much they learned from it compared to past training experiences.** From start to finish, my experience with Mind & Media was excellent.

—*Special agent, DOD, DA&M*

Mind & Media **really listened to what was important to me...** They ensured that the Government’s money was spent wisely on areas that truly addressed our needs.

—*Leslie Blackmon, Defense Acquisition University*

Mind & Media has, since day one, acted in a manner that makes me feel “**we are in this together**” ... One instance where **the Government’s money was well-spent** was our interaction with Mind & Media.

—*Steve Duncan, National Guard Bureau*

**Mind & Media helped greatly in promoting...expanded environmental information sharing** between America and Panama [and] reducing much of the misinformation and fear surrounding unexploded ordnance on the bases in Panama.

—*Richard McSeveney, Treaty Implementation Plan Agency*



# Unique Culture & Great People

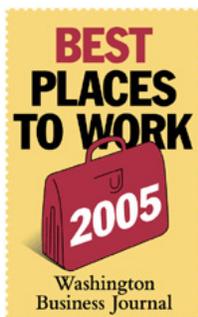
## RECOGNITION

Gov't Contractor of the Year Finalist  
"Best Places to Work," *WBJ*  
"Greatest Places to Work,"  
*Washingtonian* Magazine  
Helios Apollo HR Awards Finalist  
Alexandria CoC Professional  
Service Business of the Year  
200+ Communications  
Excellence Awards  
92 D&B Rating

American Business Awards  
Best Creative Person, plus Finalists  
for Best Entrepreneur, Marketer,  
Product Developer, Salesperson,  
and Support Staffer

Seven "Top 100 Producers,"  
*AV Video & Multimedia* Magazine

Best Director, New York  
International Independent  
Film & Video Festival



My thanks to you and your team  
for what I would characterize as  
**outstanding service and support...**  
**I wish all the partners we work with  
were more like your organization.**

— Louis Dean,  
Fugro EarthData Inc.

Mind & Media brings together award-winning communication consultants, instructional designers, content developers, marketing experts, video producers, web developers, graphic designers and others under one roof in a **professional, efficient, creative, fun** company whose work gets results.

We **require all employees to become certified Communication Architects**. This proprietary orientation training process, known as **Mind & Media University**, gives each member of our staff a thorough grounding in **sound communication principles** as they relate to targeted messaging, clear and persuasive writing, compelling graphic design, and effective feedback and critique.

We attribute our success to the commitment of our people to **our core values**:

1. We work **smarter**, not harder.
2. We believe in **sound business practices**.
3. We believe in doing a **good job**—always.
4. We believe everyone must **care**.
5. We believe everyone should be a **leader**.
6. We believe everyone should be treated with **respect**.
7. We believe in **self-empowerment**.
8. We believe in **work/life balance**.
9. We believe in **courage**.
10. We believe Mind & Media is an **instrument of positive change**.

## Excellent Teaming Partner

Our stellar past performance and various contracting vehicles make us an excellent teaming partner. With extensive experience in the Federal sector, we are skilled in working as a prime contractor or as a subcontractor. As the prime, we're excellent at administering contracts and keeping our subcontractors in the loop. As the subcontractor, we respect the prime's relationship to the client and work to keep it strong.

## You'll Love Working with Us!



# Government Contracting

## NAICS Codes

Mind & Media is considered a small business under these codes:

- 511210 Software Publishers
- 512110 Motion Picture & Video Production
- 512191 Teleproduction & Other Post-Production Services
- 518210 Data Processing, Hosting, & Related Services
- 519130 Internet Publishing & Broadcasting & Web Search Portals
- 541511 Custom Computer Programming Services
- 541613 Marketing Consulting Services
- 541810 Advertising Agencies
- 541820 Public Relations Agencies

Mind & Media, incorporated in **1994**, is an **economically disadvantaged woman-owned small business** (EDWOSB) conveniently located in **Alexandria, Virginia**. We are listed in **SAM** and accept Government credit cards. Access our **GSA contract** at [GSAadvantage.gov](http://GSAadvantage.gov).

## GSA Schedule

- GSA Corporate Contract #GS-00F-0035M
  - Schedule 541 - AIMS (SIN CR422)
  - Schedule 874 - MOBIS (SIN CR499)

*We offer additional discounts for work contracted through a BPA.*

## For More Information

To learn more about our services and contracting vehicles, contact:

**Dr. Marilyn Finnemore**  
CEO/President  
703-894-1037  
[mfinnemore@mindandmedia.com](mailto:mfinnemore@mindandmedia.com)

**Aldo Bello**  
Chief Creative Officer  
703-894-1020  
[AldoBello@mindandmedia.com](mailto:AldoBello@mindandmedia.com)

