

How can YOU

**CHANGE**  
hearts & minds

**ENGAGE**  
your audience

**INSPIRE ACTION?**



# Welcome To MIND & MEDIA

Mind & Media combines **strategic communication consulting** (MIND) and **skilled media production** (MEDIA) to achieve powerful results.



Our founders, Marilyn Finnemore and Aldo Bello, are passionate about making a difference. Since 1994, they've been engaging audiences with cutting-edge media and insightful messaging, and have built a nimble, boutique communication firm that achieves mighty results.

We've helped organizations save rainforests and endangered species, treat veterans with PTSD and TBI, change military culture, improve resiliency in our nation's soldiers, reduce chronic illness and high blood pressure, reduce fraud in Medicare, educate change makers about immigration reform, protect against cyberattacks, and rebuild downtowns. We love working on projects that make a positive difference, and our past performance speaks volumes.

**As a woman-owned small business headquartered in Alexandria, VA,** Mind & Media has over 25 years of experience as a proven, skilled contractor with in-depth past performance. Small by design, we have the flexibility to give our clients customized solutions to meet today's most complex communication challenges.

We specialize in **innovative e-Learning, strategic marketing, and public engagement solutions.**

You can access our GSA Professional Services Schedule, **Contract #GS00F375GA** at [GSAadvantage.gov](https://www.gsaadvantage.gov). We provide services under Schedules 541 Advertising & Integrated Marketing Services (AIMS) and 874 Mission Oriented Business Integrated Services (MOBIS).

Mind & Media is considered a small business under all NAICS codes

- 512110 Motion Picture & Video Production
- 541430 Graphic Design Services
- 541511 Custom Computer Programming Services
- 541613 Marketing Consulting Services (primary)
- 541810 Advertising Agencies
- 611420 Computer Training



Innovative e-Learning, Strategic Marketing, & Public Engagement Solutions

# MIND + MEDIA = IMPRESSIVE RESULTS

## Communication Strategy (Mind)



ANALYSIS



MESSAGING



METRICS



## Media Production (Media)



### **eLearning/Web-Based Training**

We write, design, and produce engaging training for adult learners.



### **Broadcast, Film, & Video Production**

Let us help you tell your story with the immediacy and emotional impact of video.



### **Multimedia Design & Development**

We can combine blended media into a coordinated campaign to maximize your reach.

# Awards



Mind & Media has won over 250 awards in **communications excellence.**

## Communication Awards

- 250+ Communication Awards
- 2 Regional Emmys
- 42 Communicators
- 30 Tellys
- 14 Hermes Creatives
- 13 MarComs

## Business & Workplace Awards

- Gov't Contractor of the Year Finalist
- Top of Virginia Regional Chamber Entrepreneur of the Year Award (Marilyn Finnemore)
- Best Director, New York International Independent Film & Video Festival (Aldo Bello)
- "Best Places to Work," WBJ
- "Greatest Places to Work," Washingtonian Magazine
- Alexandria CoC Professional Service Business of the Year
- Mid-Atlantic Hispanic Chamber of Commerce Leader Award (Aldo Bello)

# WORK WITH US

## Our Clients

### Government Clients

- Army SHARP Program
- Census Bureau
- Center for Deployment Psychology
- Centers for Disease Control & Prevention
- 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
- Social Security Administration
- VA National Center for Health Promotion & Disease Prevention
- VA National Center for PTSD

### Nonprofit Clients

- Alexandria Chamber of Commerce
- American Diabetes Association
- ASHP
- Assoc. of Public Health Labs
- Food Allergy Research & Education
- Henry M. Jackson Foundation for the Advancement of Military Medicine
- Kaiser Family Foundation
- March of Dimes
- National Center on Criminal Justice & Disability
- North American Forest Partnership
- Physician Assistant Education Assoc.
- Sustainable Communities Foundation
- Washington Humane Society

### Corporate Clients

- Allen Interactions
- Armed Forces Services Corp.
- Comcast
- ERPi
- Information International Assoc.
- LookingGlass Cyber Solutions



# Client Praise

“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.

I am super proud of our video. When I watch it, **I hear one message after another that speaks to our mission.** Thank you so much for all your effort!

**Olivia Ziegler** Physician Assistant Education Association

What I liked best about working with Mind & Media was the **responsiveness and the creativity** of those working on the project. Everyone listened and came up with very creative solutions. All in all, they have spoiled us. **Mind & Media “gets it.”**

**Internal Revenue Agent** IRS

Thanks again for an amazing job. **Mind & Media exceeded my expectations on the first round.** Never have I worked with any marketing company (and I have worked with some of the big NY firms) that nailed it on the first draft. You should be extremely proud of the **incredibly talented and insightful team** you have. This will elevate my workshop and increase business to the level I have been striving for.

**Mike Matalone** Principal, PI Midlantic Group Chairman, and Speaker, TEC International

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

# Let us help YOU

communicate change...  
explain your mission...  
train your staff...  
define your brand...

## **INSPIRE ACTION!**



For more information, visit:  
[www.mindandmedia.com](http://www.mindandmedia.com)