



A Full-Service Communication and Media Agency

public awareness campaigns / innovative e-learning / strategic communication / media production

www.mindandmedia.com



Work that Makes a Difference

Mind & Media has been helping organizations do “the impossible” for decades. Let us help you...

CHANGE

HEARTS AND MINDS

ENGAGE

YOUR AUDIENCE

INSPIRE

ACTION

Helping Organizations Communicate Hard Things Since 1994

For many years, large federal agencies that need to tackle public awareness challenges, efficiently train and retain staff, and communicate strategically with varied stakeholders, have trusted Mind & Media to spearhead related initiatives and projects.

We consistently implement outcome-oriented methods for our clients who are thrilled with the **RESULTS & IMPACT** of our work. Here are a few highlights.



US Army

1998-1999

We developed the US Army's risk communication campaign around transfer of environmentally sensitive former ranges in the Panama Canal Zone.



PBS

1999

We conceptualized and produced "Frontiers of Medicine," a 39-part half-hour news magazine style series.



National Guard Bureau

2001-2008

We produced 127 hours of recruiting materials, recruit sustainment training, and leadership training under a \$25M IDIQ.



National Center for PTSD

2008-2018

We helped National Center for PTSD develop over 25 courses of online clinician continuing education, plus public awareness tools.



APHL

2013-2023

We have produced over 30 modules of online continuing education for Association of Public Health Laboratories.



US Census Bureau

2015-2020

We helped train thousands of temporary employees for the 2020 Census, including over 100 web-based courses deployed to more than 40,000 employees



Department of Homeland Security

2022

We "wrote the book" on developing public awareness campaigns and are helping multiple DHS offices develop programs.

We combine strategic
communication consulting
(MIND) and skilled media
production **(MEDIA)** to achieve
powerful results.

• MIND

COMMUNICATION STRATEGY

ANALYSIS
MESSAGING
METRICS

MEDIA •

MEDIA PRODUCTION

TRAINING/E-LEARNING
BROADCAST, FILM, & VIDEO PRODUCTION
MULTIMEDIA DESIGN & DEVELOPMENT

What We Can Do for You...

Strategic Communication Consulting

- Audience research & analysis
- Communication gap analysis
- Communication plans
- Content development processes & procedures
- Crisis communication management & systems
- Media research, analysis, and selection
- Message development & refinement

Awareness & Public Information

- Advertising & marketing
- Commercials
- Outreach campaign plans
- Public relations/PR
- Public service announcements (radio and television)

Training & E-Learning

- Curricula design
- Instructor guides and training manuals
- Lesson plan and worksheet development
- Video-based training
- Web-based training/e-learning

Branding & Graphic Design

- Brand concept development
- Brand identity statement
- Branding/style guides
- Collateral design
- Environmental design
- Logo design
- Visual brand design

Content Development

- Ad & marketing copy
- Editing, copyediting, and proofreading
- Instructional design
- Learning objectives
- Scriptwriting
- Test question development
- Web content

Social Media

- Blogs
- Planning, monitoring and metrics
- Podcasts and video podcasts
- Social posts (writing and design)

Video & Animation

- Full-service film production
- Public service announcements (radio and television)
- Video editing
- Video streaming
- Voiceover/narration
- 2D & 3D animation

Web & Interactive Media

- Interactive game content
- Navigation plans and wireframes
- Usability testing
- Web design, development, and programming
- Webcasting & video-on-demand

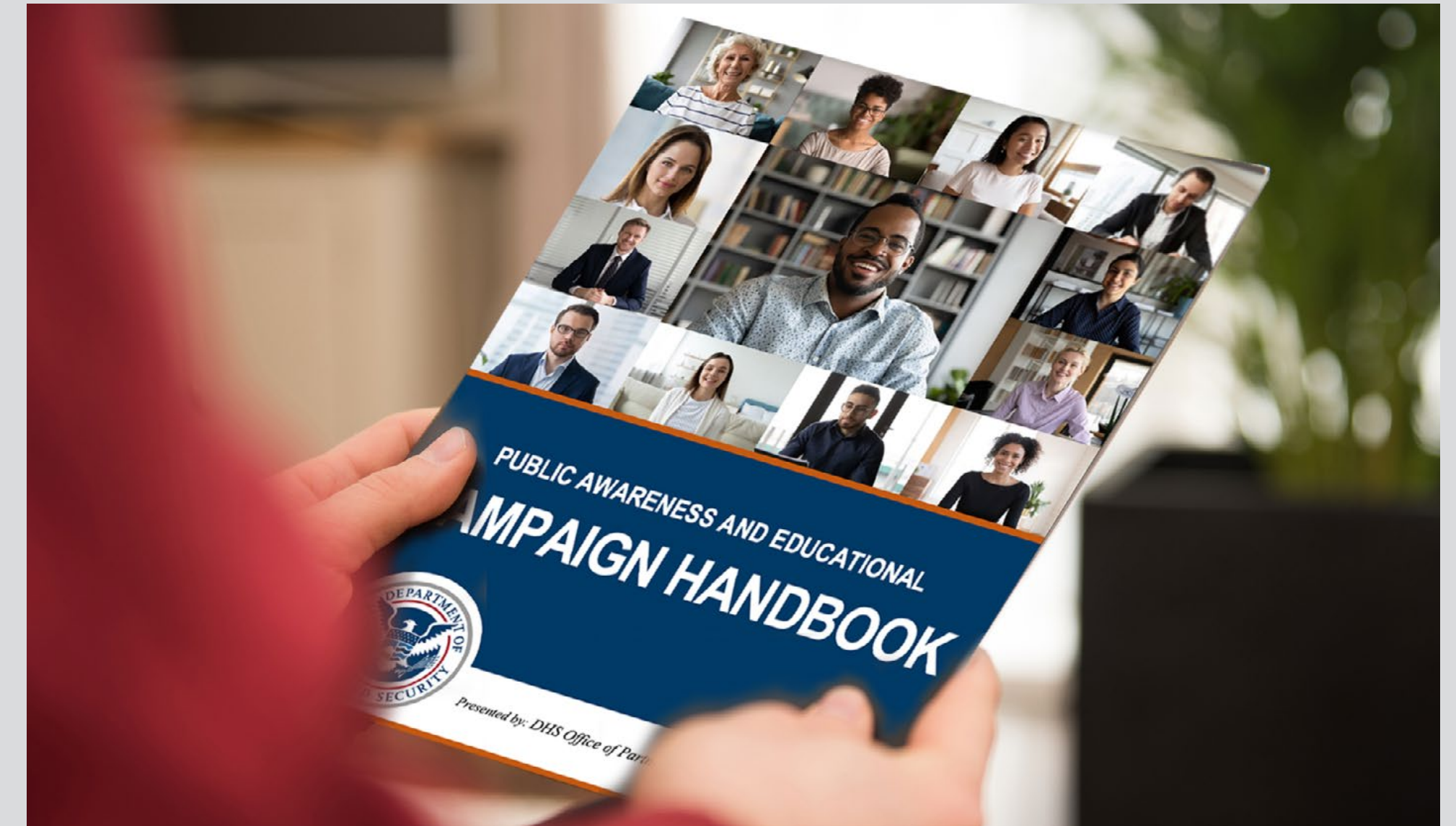
Public Awareness Campaigns

Mind & Media can develop your campaign from start to finish. Whether you need to roll out **online training** to hundreds—or hundreds of thousands—of dispersed people, **rebrand your organization**, or **make millions aware** of a crucial issue, we can help you address any communication challenge.

Our process includes:

- Defining your project and setting measurable, achievable goals
- Determining how best to reach your audiences—who they are, what media to use, and how to inspire them to take the desired action
- Developing targeted messages and persuasive, engaging content
- Selecting distribution channels, defining metrics, and planning analytics

See more portfolio samples at mindandmedia.com



CLIENT SPOTLIGHT

Through our work with the **Department of Homeland Security (DHS)**, we “wrote the book” on developing government public awareness campaigns, creating a handbook and train-the-trainer guide for DHS and their clients. This public awareness project, which also included our communication and media work, was immensely successful.

Currently, we’re driving a new public awareness campaign for DHS. It educates on cybersecurity risks and drives positive behavior change towards safer online practices for the public and businesses.

CAPABILITY

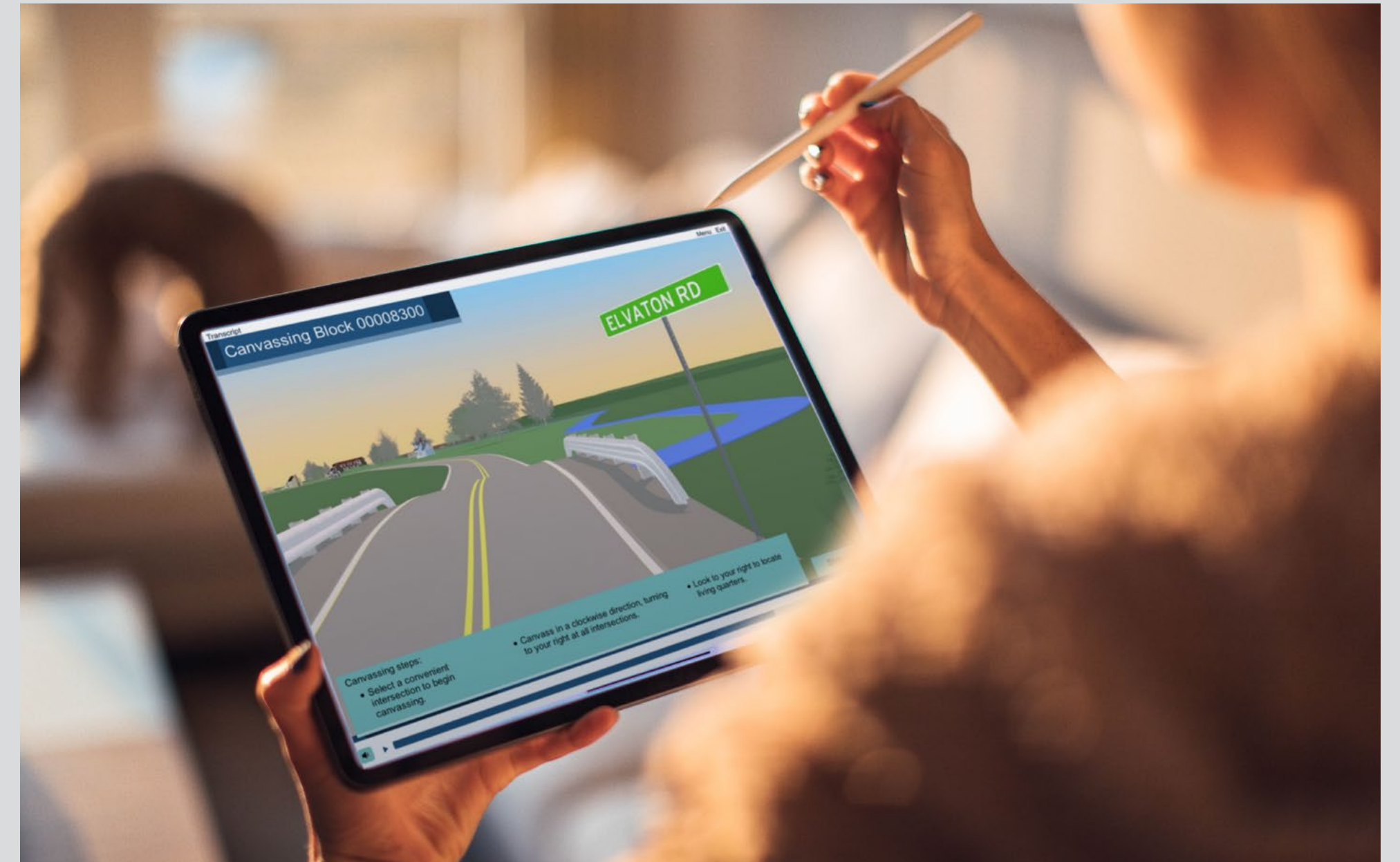
Innovative E-Learning

Mind & Media specializes in developing **innovative, custom e-learning programs** for government, nonprofit, and corporate organizations. We listen to what you need, then tailor the best approach accordingly.

Our team can plan, develop, and produce:

- Gamification
- Virtual reality/augmented reality
- Just-in-time training
- Secenario-based training
- Blended learning
- Mobile training

See more portfolio samples at mindandmedia.com



CLIENT SPOTLIGHT

To help the **US Census Bureau** train 40,000+ field representatives and managers for the 2020 Census, we developed hundreds of hours of web-based training.

Modules included videos, interactive exercises, quizzes, and 3D animations. The work required multiple development iterations as software was refined and multiple rounds of quality control. We produced all modules in-house, published to meet the required SCORM and 508 specifications, and completed in-depth user testing on the Census LMS.

CAPABILITY

Strategic Communication

Mind & Media has the incisive communication strategies and cutting-edge technologies to create the **innovative solutions** that will shape the way your audiences think and inspire them to take action.

We can help you:

- Train people nationwide with cost-effective e-learning modules
- Rebrand your organization to reflect your new direction
- Raise public awareness

Using our proprietary Communication Architecture methods, we develop content that's targeted to each audience, hooks them with a clear "What's in it for me?", keeps them engaged and learning, and ultimately, calls them to take appropriate action.

Communication Architecture:

- Puts the message first
- Makes the information actionable
- Uses the media type that works best



CLIENT SPOTLIGHT

The **US Army Engineer Research & Development Center** (ERDC) sought Mind & Media's support in transforming its brand into a benchmark for excellence in communications.

We created a cohesive brand identity to accomplish this mission and redesigned their website, removing the content bottleneck they had experienced for years. Additionally, we strategized and produced a variety of collateral, including recruiting and capability demonstration videos. We developed a coherent "ERDC story" that communicates key messaging to external and internal audiences.

CAPABILITY

Video Production

Mind & Media has an **Emmy award-winning video team** and **full in-house video capabilities** to help you tell your story and share your message.

Our team can plan, develop, and produce:

- Training videos
- Commercials and public service announcements
- Leadership videos
- Full-length series and documentaries

Our expert content developers, graphic designers, animators, and video producers work with you to conceptualize projects and incorporate the power of still or moving images into your project, guiding you through every step of production.

See more portfolio samples at mindandmedia.com



CLIENT SPOTLIGHT

USDA's **Food and Nutrition Service (FNS)** engaged us to produce two-minute instructional cooking videos demonstrating the preparation of ten USDA Standardized Recipes in English and Spanish. This included sourcing chefs and a food stylist, managing intensive pre-production and production logistics, and editing a total of 40 videos.

Our client was so thrilled with the success of this project that they invited us back to create videos for the Discover MyPlate program to promote healthy food choices and lifestyles in kindergartens nationwide.

CAPABILITY

Animation

Mind & Media offers full-service 2D and 3D animation design and production for training, education, and marketing.

Our experienced staff uses state-of-the-art technology to develop persuasive content that engages your intended audience and leaves a lasting impact.

Our capabilities include:

- 2D animation
- 3D animation
- 3D modeling
- Motion graphics
- Custom illustration

See more portfolio samples at mindandmedia.com

CLIENT SPOTLIGHT

Comcast engaged Mind & Media to create digital security training. They wanted it to be fun and interactive while conveying important key messaging to their 100,000+ employees.

We developed a blueprint with tech requirements, designed the game interface and all elements, and produced the final product. We also developed the marketing strategy and communication collateral for a successful launch.

The project hit its target goals and had even more engagement than expected.



Mind & Media has won over **300 awards** in communications excellence.



COMMUNICATION AWARDS

300+ Communication Awards

- 2 Regional Emmys
- 42 Communicators
- 30 Tellys
- 14 Hermes Creatives
- 13 MarComs

BUSINESS & WORKPLACE AWARDS

- Government 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," *Washington Business Journal*
- "Greatest Places to Work," *Washingtonian Magazine*
- Alexandria CoC Professional Service Business of the Year
- Mid-Atlantic Hispanic Chamber of Commerce Leader Award (Aldo Bello)

See a full list of awards at mindandmedia.com

CLIENTS & PARTNERS

GOVERNMENT

Army SHARP Program
CDC Foundation
Census Bureau
Center for Deployment Psychology
Centers for Disease Control & Prevention
Centers for Medicare & Medicaid Services
Center for Neuroscience & Regenerative Medicine
Department of the Navy Category Management Program Office
DHS Counter-Unmanned Aircraft Systems
DHS Cybersecurity & Infrastructure Security Agency
DHS Office of Partnership & Engagement
DOE Energy Efficiency and Renewable Energy
DOL Employee Benefits Security Administration
HUD Healthy Homes & Lead Hazard Control

US Army Acquisition Support Center
USDA Food & Nutrition Service
VA National Center for Health Promotion & Disease Prevention
VA National Center for PTSD

CORPORATE

Allen Interactions
Aptive
Comcast
Cyveillance
ERPi
Information International Associates
Magellan Federal

NONPROFIT

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

What Our Clients Are Saying...

"Mind & Media exceeded my expectations on the first round. You should be extremely proud of the **incredibly talented and insightful team** you have."

MIKE MATALONE
Principal, PI Midlantic
Group Chairman, and Speaker,
TEC International

"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

"A stranger came up to me 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

"From start to finish, my **experience with Mind & Media was excellent.**"

SPECIAL AGENT
DOD, DA&M

See more client testimonials at mindandmedia.com

Our Leadership

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 traumatic brain injury, 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.



MARILYN FINNEMORE
President/CEO

ALDO BELLO
Chief Creative Officer

We look forward to helping your project make a positive difference and leave a lasting impact.



Low Risk, Proven Results

With nearly **30 years of experience in the federal sector** as a responsible, skilled contractor with in-depth past performance, Mind & Media represents a low risk to the government.

Our team of award-winning communication consultants, designers, content developers, marketing experts, and producers does work that hits the mark and achieves target goals.



Mind & Media is a Woman-Owned Small Business (WOSB), certified by the Small Business Administration (SBA). We are considered a small business under all NAICS codes.



Government buyers can obtain our services at a discount from our commercial rates through our GSA Multiple Award Schedule, Contract #GS00F375GA at [GSAadvantage.gov](https://www.GSAadvantage.gov). Among our Special Item Numbers (SINs) are:

- 541511 Web-Based Marketing
- 541611 Integrated Consulting
- 541613 Marketing Consulting
- 541810 Advertising
- 541820 Public Relations
- 541910 Market Research & Analysis
- 611430 Training Services

Registered with System for Award Management (SAM):

- Unique Entity Identifier (UEI): JTCVHR58NDJ3
- CAGE CODE: 1CSU8

Let us help you
communicate change,
explain your mission,
train your staff,
define your brand, and
INSPIRE ACTION.

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