EXHIBIT A – SCOPE OF WORK

| Contract Number: | TBD | Contract Period: | 7/16/12-6/30/13 |
| Agency Name: | Daniel J. Edelman, Inc. | Revision Date: | |
| Project Name: | First 5 LA Public Education | Report Period: | |
| Project Length: | 3 years | Submission Date: | |

<table>
<thead>
<tr>
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(For progress report only)
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**Objective #1: Implement semi-annual public education campaigns around topics related to First 5 LA’s four strategic goals**

**Activity #1:** Conceptualize and implement two public education campaigns around topics related to First 5 LA’s (F5LA) four strategic goals. *(Work plan activity 3A)*

**Subtasks:**
- Work with F5LA public affairs team to develop strategies and goals for campaign, identify target audiences and determine research approach to test campaign for two public education campaigns.
- The public education campaign may include the following elements:
  - Media relations such as local outreach to secure interviews for spokespeople and news stories about the campaign; an audio news release using our spokespeople; written public service announcements for TV and radio to read on-air; press releases to launch campaign;
  - Grassroots outreach such as participation in local events, festivals, farmer’s markets, etc. to distribution information about the campaign, street teams to distribute materials, promotoras to engage with the community on F5LA topics, outreach to community-based organizations to enlist them as campaign messengers;
  - Partnership building such as outreach to key community stakeholders to introduce them to campaign and further extend the message.
- Develop 2-3 concepts for each campaign for F5LA to consider

**To be completed by Edelman team in collaboration with F5LA public affairs team with input from F5LA stakeholders (if/as needed) and other appropriate subcontractors.**

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<th>Timeframe</th>
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<td>Q1-2012</td>
<td>Conceptualize and design campaigns</td>
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<tr>
<td>Q2-2012 – Q42013</td>
<td>Implement</td>
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- Strategy and recommendations for communications channels to promote campaign
- 2-3 concepts for each campaign
- Advertising deliverables may include:
  - Print ads
  - TV spots / PSAs
  - Radio spots
  - Online banners
  - Out-of-home
- Outreach deliverables may include:
  - Press releases
  - Media alerts
  - ANR script
  - Spokesperson talking points
  - Database of relevant community events to participate in
  - Promotoras workshop materials
  - Street teams
- Call agendas / recaps
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| - Test campaign to ensure it resonates with multicultural communities; testing elements may include: focus groups; telephone/online surveys, mall-intercepts, etc.  
- Conceive, develop and execute two public education campaigns  
- Translate and customize campaigns for multicultural audiences  
- Participate on ongoing meetings/calls with F5LA public affairs team to update on progress  
- Draft weekly/monthly activity reports  
- Provide senior oversight/managed of public education campaign | | | |  |
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| **Activity #2**: Conceive, design and evaluate two targeted ad campaigns per year to communicate message of the public education campaign. *(Work plan activity 7)* | **Subtasks:**  
- Review existing campaigns  
- Develop strategy and goals and identify target audience for campaign  
- Develop creative briefs and design concepts for campaign  
- Work with F5LA to determine one concept for implementation. *(See Activity 1 above for a list of potential distribution channels for campaign implementation)*  
- Draft copy/scripts and translate/customize, accordingly for multicultural audiences  
- Participate in ongoing calls/meetings with F5LA public affairs team to provide status report on activities  
- Provide monthly reports | To be completed by Edelman team in collaboration with F5LA public affairs team with input from appropriate Edelman and F5LA subcontractors (if/as needed). | **Q1-2012** – Conceptualize and design campaigns  
**Q2-2012** – **Q4- 2013 – Implement** | • Creative brief  
• 2-3 campaign concepts  
• Recommendation s and implementation for evaluating campaigns  
• Concepts may include pieces for any of the following:  
  o Print ads  
  o TV/radio spots / PSAs  
  o Online banners  
• Call agendas / recaps  
• Weekly / monthly status reports |

First 5 LA Public Education/Marketing & Communications 2012-13 Scope of Work
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<td><strong>Objective #2: Raise awareness of the importance of the first 5 years of life through community outreach/partnership building</strong>&lt;br&gt;(work plan objective #3)</td>
<td><strong>Activity #1</strong> <em>(Target Audience: General Public)</em>: Provide creative strategies, partnership opportunities, outreach worker training and coordination in participation in at least (1) event or activity outside Best Start communities to promote importance of first 5 years in a child’s life. <em>(Work plan activity 2)</em></td>
<td>To be completed by Edelman team in collaboration with F5LA public affairs team with input from appropriate Edelman and F5LA subcontractors (if/as needed).</td>
<td>Q1-2012 – Develop strategy, audit existing programs, identify partners&lt;br&gt;Q2-2012 – Q42013 – Implement</td>
<td>• Strategy memos and recommended plan of action for promoting the importance of a child’s first 5 year’s among the general public&lt;br&gt;• Database of community events&lt;br&gt;• Database of potential partners&lt;br&gt;• Outreach worker training materials&lt;br&gt;• Materials may include: o Brochures, flyers&lt;br&gt;  o Fotonovelas&lt;br&gt;  o Print ads&lt;br&gt;  o TV/radio spots / PSAs&lt;br&gt;  o Online banners&lt;br&gt;• Call agendas / recaps&lt;br&gt;• Weekly / monthly status reports</td>
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<td><strong>Subtasks:</strong></td>
<td>• Develop strategic framework and recommendations for promoting the importance of a child’s first 5 years of life; activities may include: community outreach and participation in events, workshops, CBO activities, presentations/meeting with potential partners, activities conducted by other organizations where our target audience congregates, etc.&lt;br&gt;• Develop strategic framework for partnership building&lt;br&gt;• Evaluate existing outreach worker program and provide recommendations to expand training and implementation&lt;br&gt;• Identify target communities outside of Best Start communities&lt;br&gt;• Audit existing database of partnerships and provide recommendations to expand list of partners&lt;br&gt;• Identify community events to raise awareness among the general public&lt;br&gt;• Build database of relevant community events, which may include but are not limited to community festivals and concerts, fairs, Farmer’s markets, book fairs, etc.</td>
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## Timeline
Indicate start and end period.

## Deliverables
Indicate Date Due.

### (CONT’D)

**Objective #2**: Raise awareness of the importance of the first 5 years of life through community outreach/partnership building

**(work plan objective #3)**

- Coordinate, plan and execute participation in relevant community events and distribute collateral materials
- Coordinate, plan and execute outreach worker training
- Identify potential partners, facilitate introductions and support relationship building
- Participate in ongoing calls/meetings with F5LA public affairs team to provide status report on activities
- Provide monthly reports
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<td><strong>Objective #2:</strong> Raise awareness of the importance of the first 5 years of life through community outreach/partnership building (work plan objective #3)</td>
<td><strong>Activity #2:</strong> (Target Audience: Service Providers/Local Electeds/Foundations): Provide creative strategies, partnership opportunities, outreach worker training and coordination in participation in at least (1) event or activity outside Best Start communities to communities to promote importance of first 5 years in a child’s life. <em>(Work plan activity 4)</em></td>
<td>To be completed by Edelman team in collaboration with F5LA public affairs team with input from appropriate Edelman and F5LA subcontractors (if/as needed).</td>
<td>Q1-2012 – Develop strategy, audit existing programs, identify stakeholders Q2-2012 – Q42013 – Implement</td>
<td>• Strategy memos and recommended plan of action for promoting the importance of a child’s first 5 years among stakeholders • Database of stakeholder events • Database of potential partnerships • Outreach worker training materials • Collateral pieces may include: o Brochures, flyers o <em>Fotonovelas</em> (leave-behinds for stakeholders to distribute to in their communities) o Print ads o TV/radio spots / PSAs o Online banners • Call agendas / recaps</td>
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<td><strong>Subtasks:</strong></td>
<td>• Develop strategic framework and recommendations for promoting the importance of a child’s first 5 years of life Develop strategic framework for partnership building • Evaluate how outreach workers have been leveraged in stakeholder outreach and provide recommendations • Identify target stakeholders and communities outside of Best Start communities • Research existing database of partnerships and provide recommendations to expand list of partners who engage with providers, elected and foundations • Research and identify community gatherings where stakeholders meet • Build database of relevant community gatherings, which may include but are not limited to town hall meetings, health fairs, medical conferences, etc. • Coordinate, plan and execute participation in relevant events • Coordinate, plan and execute outreach worker training</td>
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*Identify potential partners, facilitate introductions and support relationship building*

**(CONT'D)**

**Objective #2:** Raise awareness of the importance of the first 5 years of life through community outreach/partnership building

**(work plan objective #3)**

**Activity #3: Community Outreach** - Create a F5LA-lead community event or activity to promote public education campaign through creative strategies, partnership opportunities, design, editorial, media outreach, grassroots initiatives, etc. *(Work plan activity 8)*

**Subtasks:**
- Develop strategy and goals, determine target audience and provide recommendations for implementation of a community event or activity, including creative, partnership opportunities, design, promotions, media relations, grassroots outreach, etc.
- Provide recommendations for partnership opportunities
- Develop/customize materials for distribution at event
- Develop media relations strategy to create awareness of event
- Identify spokespeople and media train prior to event
- Coordinate, plan and execute event
- Liaise with vendors on event logistics
- Oversee all event production aspects
- Negotiate venue fees (if/as needed)
- Provide status updates on progress
- Participate in ongoing calls/meetings with F5LA public affairs team to provide status report on activities
- Provide monthly reports

To be completed by Edelman team in collaboration with F5LA public affairs team with input from appropriate Edelman and F5LA subcontractors (if/as needed).

Q2-2012 – Develop strategy/plan and execute

- Strategy memos
- Creative theme
- In-language materials associated with event
- Implementation of event – coordination, management and hosting of event
- Pitch letters/releases to promote event
- Call agendas/recaps
- Weekly/monthly status reports

**Weekly/monthly status reports**
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| **Objective #3: Digital Communications - Reinforce overall messaging of the importance of the first 5 years of life through integration of semi-annual campaign, media relations and community outreach strategies across all First 5 LA digital properties (websites, social media)** (work plan objective #4) | **Activity #1**: Provide creative strategies, editorial and technical support for the maintenance and updating (including redesign) of parenting website (ReadySetGrowLA.org) | To be completed by Edelman team in collaboration with F5LA public affairs team with input from appropriate Edelman and F5LA subcontractors (if/as needed). | Q1-2012 – Develop strategy, design online properties  
Q2-2012 – Q4/2013 – Go live, maintain, update |  |
|  | **Activity #2**: Develop 2 online hubs integrating public education campaign messaging and community outreach tactics |  |  | • Overarching messaging structure for digital properties  
• Creative development and execution of digital properties  
• Editorial calendar for digital properties  
• Content for all properties  
• Monthly analytics and scorecard |  |
|  | **Subtasks**:  
• Develop strategy for an online campaign, including website redesign, updates and maintenance  
• Develop strategy for development of two online hubs and recommendations for how to best integrate public education campaign messages  
• Develop key messages and goals for each online property  
• Develop (or provide support) on the content development for online hubs  
• Optimize all properties for search  
• Align website and online hubs with overall campaign creative  
• Integrate all campaign elements into online properties  
• Draft editorial calendar of content for digital properties |  |  |  |
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**Objective #3: Digital Communications**
- Reinforce overall messaging of the importance of the first 5 years of life through integration of semi-annual campaign, media relations and community outreach strategies across all First 5 LA digital properties (websites, social media)

*(work plan objective #4)*

**Activity #3:** Provide creative strategies for maintenance of First5LA Twitter feeds and Facebook pages with relevant content leveraging public education campaign elements, calendar listings, re-Tweets, monitoring of partner online properties and regular engagement in relevant conversations. *(Work plan activity #4)*

**Subtasks:**
- Audit existing social media properties
- Develop strategy for all social media properties; define objectives, benchmarks and success metrics.
- Develop key messages and goals for social media properties
- Provide recommendations to leverage existing content in social media properties
- Develop editorial content for social media channels
- Engage with bloggers to spark online engagement and traffic to social media properties
- Serve as community manager (if/as needed) to engage with fans/followers on social media properties
- Provide update reports
- Evaluate social media campaign successes and key learnings and develop recommendations for next year.

To be completed by Edelman team in collaboration with F5LA public affairs team with input from appropriate Edelman and FSLA subcontractors (if/as needed).

- **Q1-2012** – Develop strategy and implement
- **Q2-2012** – **Q42013** – Maintain, engage, update

- Messaging architecture
- Editorial calendar for social media channels
- Bloggers/influencer list
- Execution of content for all platforms
- Analytics reports
- Status reports
- End of year report highlighting key learnings and successes, implications and recommendations for next year.
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<td>Objective #4: Raise awareness of the importance of the first 5 years of life and First 5 LA's program goals through public education and communications. (work plan objective #5)</td>
<td>Activity #1: Provide strategic counsel, editorial and creative insights into the conceptualization and design of collateral and promotional materials to educate audiences (including general public, stakeholders, partners/potential partners, etc.) about First 5 LA's goals, vision and the importance of a child's first 5 years of life. (Work plan activity #1A)</td>
<td>To be completed by Edelman team.</td>
<td>Q1-2012 – Q42013 – Provide ongoing counsel as needed</td>
<td>• POV and recommendations on collateral and promotional materials • Feedback on editorial content</td>
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<td>Subtasks:</td>
<td>• Develop strategy, identify goals and success metrics and determine target audiences; provide recommendations for distribution of collateral to raise awareness of the importance of a child’s first 5 years of life and promote First 5 LA’s goals and vision</td>
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<td><strong>Objective #4:</strong> Raise awareness of the importance of the first 5 years of life and First 5 LA’s program goals through public education and communications. (work plan objective #5)</td>
<td><strong>Activity #2:</strong> Provide strategic counsel, editorial insight and training advice in the creation of talking points for internal staff to utilize while interacting with the general public, stakeholders, partners, etc. and communicating campaign messages. <em>(Work plan activity #3)</em>  <strong>Subtasks:</strong>  - Review existing talking points for internal staff  - Provide recommendation and counsel, as needed</td>
<td>To be completed by Edelman team.</td>
<td>Q1-2012 – Q42013 – Provide ongoing counsel as needed</td>
<td>• POV and recommendations on talking points  • Ongoing feedback</td>
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<td><strong>Activity #3:</strong> Conceive, design, purchase media and evaluate one targeted advertising/promotional campaign on local media to communicate F5LA's goals and vision. <em>(Work plan activity #5)</em>  <strong>Subtasks:</strong>  - Review existing advertising campaign (if any)  - Develop strategy for advertising campaign  - Design concepts for advertising campaign  - Work with F5LA to determine one concept for implementation  - Provide recommendations on media buy mix based on target audience and best receptivity times  - Draft copy/scripts and translate/customize, accordingly  - Negotiate media buys according to approved strategy  - Negotiate added-value opportunities  - Secure tear sheets  - Participate in ongoing calls/meetings with F5LA public affairs team to provide status report on activities  - Provide monthly reports</td>
<td>To be completed by Edelman team in collaboration with F5LA public affairs team with input from appropriate Edelman and F5LA subcontractors (if/as needed).</td>
<td>Q1-2012 – Conceptualize and design campaign  Q2-2012 – Q42013 – Implement</td>
<td>• 2-3 campaign concepts  • Advertising deliverables may include:  o Print ads  o TV spots / PSAs  o Radio spots  o Online banners  o Out-of-home  o Call agendas / recaps  • Weekly / monthly status reports</td>
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**Objective #4**: Raise awareness of the importance of the first 5 years of life and First 5 LA’s program goals through public education and communications. *(work plan objective #5)*

**Activity #4**: Support media manager's activities to educate journalists by assisting with partnership and relationship development, sponsorships, outreach and promotional materials. *(Work plan activity #8)*

**Subtasks:**
- Develop strategy to facilitate relationships between F5LA staff and key journalist and provide recommendations for relationship building
- Identify key media with whom F5LA can build a relationship
- Facilitate introductions for F5LA and media via desk-side briefings; in-person meetings and ongoing mining of stories where F5LA can communicate messages
- Provide ongoing support/counsel on relationship building with journalists

To be completed by Edelman team.

Q1-2012 – Q42013 – Provide ongoing counsel as needed

- POV and recommendations on sponsorships and promotional materials
- Ongoing counsel/feedback
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| **Objective #5:** Establish baseline data regarding public awareness, understanding and perception of the importance of the first 5 years and impact of First 5 LA’s program goal areas.  
 *(Work plan objective #6)* | **Activity #1:** Design and implement a research effort to determine the effectiveness of F5LA’s marketing and communications efforts; including the F5LA brand, Best Start and ReadySetGrow sub-brands.  
 **Subtasks:**  
  - Review existing research benchmarks and parameters  
  - Develop evaluation strategies  
  - Work with F5LA to define benchmarks and establish criteria  
  - Design research elements/methods, which may include but are not limited to one-on-one interviews, online/telephone survey, focus groups, etc.  
  - Draft research tools which may include but are not limited to focus group survey tools, IDI questionnaires, etc.  
  - Implement research elements and analyze data  
  - Develop research findings report and implications for campaign execution  
  - Present research findings to F5LA and other stakeholders (if/as needed)  
  - Participate in ongoing calls/meetings with F5LA public affairs team to provide status report on research activities | Indicate staff, consultants or subcontractors responsible for the respective activity or subtask. | Q1-2012 – Design, implement benchmark research and present findings  
 Q4-2013 – implement research to evaluate success of program against benchmark and present findings | • Research strategy  
 • Research design/recommendations for each element  
 • Research tools  
 • Findings report and raw data  
 • Presentation of findings  
 • Call agendas/recaps  
 • Weekly/monthly status reports |
### EXHIBIT A – SCOPE OF WORK

<table>
<thead>
<tr>
<th>Objectives (As noted in F5LA’s Work plan)</th>
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</table>
| Include who, what, when, where, how and how much for each objective. | Activity 2: Assess local media to determine current level of awareness and understanding to allow F5LA’s Public Affairs team to establish a baseline for evaluation and measurement of future media outreach and public education campaigns  
Subtasks:  
- Conduct an audit of media coverage surrounding F5LA’s current and past efforts to determine awareness levels  
- Conduct an audit of key reporters who cover topics relating to one or more of F5LA’s goals  
- Identify list of reporters with whom to conduct an audit to determine what types of stories they’re interested in where F5LA efforts may be a fit  
- Present findings to F5LA team and provide recommendations on what pitch angles to pursue to promote F5LA’s public education campaign  
- Provide support to F5LA staff to develop pitches based on audit findings and implement pitches, as needed | To be completed by Edelman team | Q1-2012 - Conduct audit  
Q2-2012 – Present findings and provide recommendations | • Audit strategy/recommendations  
• List of reporters covering relevant F5LA topics  
• Presentation of media audit findings  
• Recommendations on pitch angles based on findings |
| Objective #6: Evaluate information gathered on impact of First 5 LA’s public education efforts. (Work plan objective #7) | Activity #1: Evaluate data, prepare and present recommendations to First 5 LA staff and key stakeholders.  
Subtasks:  
- Evaluate existing data, feedback and key learnings and present recommendations for next steps | To be completed by Edelman team | Q1-2012 – Review data and present next steps | • POV of findings, implications and recommended next steps |
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<td>Indicate Date Due.</td>
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<tr>
<td><strong>Objective #7:</strong> Update First 5 LA materials and strategies based on rebranding plan (Work plan objective #8)</td>
<td><strong>Activity #1:</strong> Update and revise materials and outreach strategies, as agreed to in the public education evaluation plan, to ensure all marketing and communications efforts are effective in achieving objectives and goals. Subtasks: • Work with F5LA public affairs team to identify materials and strategies that need to be updated • Update and revise materials, as needed</td>
<td>To be completed by Edelman team in collaboration with F5LA public affairs team with input from F5LA stakeholders (if/as needed) and other appropriate subcontractors.</td>
<td>Q3-Q4-2013 – Update/revise ongoing, as needed</td>
<td>• POV/recommendations for updates/revisions • Updated/revised materials and outreach strategies</td>
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<td><strong>Activity #2:</strong> Prepare a plan for updating all First 5 LA public education efforts to more effectively communicate program goal areas. Subtasks: • Review feedback and recommendations from First 5 LA staff and key stakeholders • Develop plan of action based on input; plan may include, but not limited to, a revised verbal and visual style guide(s), vision statements, boiler plate, collateral materials, digital properties and public awareness campaign. • Work with F5LA public affairs team to establish benchmarks and measurement criteria for online/social media marketing • Implement plan and create elements, as needed • Participate in ongoing calls/meetings with F5LA public affairs team to provide status reports</td>
<td>To be completed by Edelman team in collaboration with F5LA public affairs team with input from F5LA stakeholders (if/as needed) and other appropriate subcontractors.</td>
<td>Q1-2012 – Develop plan Q2-2012 - Implement</td>
<td>• Public education plan • Materials may include: o Style guide o Boiler plate o Vision statement o Collateral materials • Call agendas/recaps • Weekly/monthly reports</td>
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<tr>
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</table>
| **Activity #2**: Evaluate new materials with key stakeholders and target audiences, and revise as needed. | **Subtasks**:  
- Work with F5LA public affairs team to determine best process for stakeholder/audience evaluation of materials  
- Coordinate and conduct evaluation of materials with target audiences  
- Develop report on evaluation findings  
- Revise materials, as needed, based on input | To be completed by Edelman team in collaboration with F5LA public affairs team with input from F5LA stakeholders (if/as needed) and other appropriate subcontractors. | Q3-Q4-2013 – Evaluate and revise ongoing, as needed |  
- Evaluation findings report  
- Revised materials  
- Monthly reports of efforts |
| **Activity #3**: Create and implement a training plan (including talking points) for educating staff and key stakeholders about new messaging. | **Subtasks**:  
- Review existing talking points  
- Develop messaging architecture, including messages, talking points and “elevator speech”  
- Translate/customize messaging architecture  
- Develop message training workshop presentation  
- Conduct message training workshops (in-language, as needed) with staff and key stakeholders to | To be completed by Edelman team in collaboration with F5LA public affairs team. | Q3-Q4-2013 – Develop messaging, conduct trainings |  
- Messaging architecture  
- Training workshop agenda and presentation  
- Recap report of workshop |
## EXHIBIT A – SCOPE OF WORK

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<td>Activity #4: Design and plan an outreach and promotional campaign that reflects any revised F5LA messaging.</td>
<td>To be completed by Edelman team in collaboration with F5LA public affairs team with input from F5LA stakeholders (if/as needed) and other appropriate subcontractors.</td>
<td>Q4-2013 – Develop plan</td>
<td>• Outreach plan</td>
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Subtasks:
- Review revised F5LA messaging, key learnings from current year campaign and develop outreach plan
<table>
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</table>
| Objective 7: (From Strategic Communications Work Plan): Develop and implement a media, community outreach and digital communications plan to introduce new CEO to community and stakeholders | (Strategic communications work plan objective #2) Activity #1: Logistics, partnership development, outreach and promotional materials, refreshments, shipping and other coordination efforts to support CEO introduction events. (Work plan activity #2) Activity #2: Support the implementation of a media tour for new CEO, including networking, outreach, logistics, outreach and promo materials, etc. (Work plan activity #4) Subtasks: | To be completed by Edelman in collaboration with F5LA public affairs team. | Q2-Q3 2012 – Plan and implementation | • Strategy for CEO visibility  
• Materials for use with media, in social media channels, and/or stakeholders, which may include:  
  o Talking points  
  o Presentation  
  o Topics for blog posting |
## EXHIBIT A – SCOPE OF WORK

**Project Name:** Infant Safe Surrender Public Education Campaign  
**Project Length:** 7/16/12-6/30/13

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(For progress report only)

### Objective status:
- [ ] IN-PROCESS  
- [ ] COMPLETE  
- [x] DELAYED

**Objective #1:** Conduct market research to identify appropriate target audience and distribution channels for public education campaign and set targets for successful outcomes.

**Activity #1:** Development and implementation of market research approach and timeline to identify target audience and appropriate distribution channels for public education messages. Provide recommendations for target outcomes.

**Subtasks:**
- Work with First 5 LA (F5LA) public affairs team, Supervisor Knabe’s staff and other county staff who may have contact with moms (e.g. fire departments, local law enforcement agencies, social services, etc.) to identify target groups and develop research strategy
- Determine target outcomes based on strategy and define benchmarks
- Design research elements/methods, which may include but are not limited to one-on-one stakeholder interviews, online survey, focus groups, etc.
- Draft research tools which may include but

**To be completed by Edelman team in collaboration with F5LA public affairs team with input from F5LA stakeholders (if/as needed) and other appropriate subcontractors.**

- Q1-2012 – Design and implement research
- Q2-2012 – Present findings

- Research strategy by target audience
- Research design/recommendations for each element
- Research tools
- Findings report and raw data
- Presentation of findings
- Call agendas/recaps
- Weekly/monthly status reports
## EXHIBIT A – SCOPE OF WORK

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| Objective #2: Provide creative services to develop collateral materials for target audience. | Activity 1: Conceptualize, create and design collateral materials to support program communications efforts. | To be completed by Edelman team in collaboration with F5LA public affairs team with input from appropriate Edelman and F5LA subcontractors (if/as needed). | Q2-2012 – Design, produce | • Design strategy  
• Creative brief  
• Recommendations on types of collateral pieces  
• 2-3 design concepts  
• Copy/content for up to (5) collateral pieces  
• Call agendas/recaps  
• Weekly/monthly status reports |
| Subtasks: | are not limited to focus group survey tools, IDI questionnaires, etc.  
- Implement research elements and analyze data  
- Develop research findings report and implications for campaign execution  
- Coordinate with Supervisor Knabe’s staff to present research findings, implications and recommendations for budget spend to F5LA and other stakeholders  
- Participate in ongoing calls/meetings with F5LA public affairs team to provide status report on research activities | | Q3-Q4-2013 – Implement | |
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- Draft copy/content for collateral pieces
- Coordinate translations and customization of collateral pieces, if/as needed, for all marketing and communications efforts, including events, stakeholder outreach, and community workshops
- Provide recommendations/strategy for disseminating collateral materials *(please see Objective #4 for potential distribution channels)*
- Participate in ongoing calls/meetings with F5LA public affairs team to provide status report on activities
## EXHIBIT A – SCOPE OF WORK

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| **Objective #3**: Develop messaging architecture to leverage in discussions about the Infant Safe Surrender Program. | **Activity #1**: Develop talking points for internal staff, Supervisor Knabe’s staff and consultants to utilize while interacting with F5LA stakeholders regarding the campaign. *Work plan activity #2*  
*Subtasks*:  
- Review existing messages and talking points  
- Review existing research findings (if any) around testing of messages  
- Develop messaging architecture which includes call-to-action, talking points by target audience and “elevator pitch”  
- Develop strategy for how to leverage spokespersons in getting the word out about the program and where/how to communicate program messages.  
- Translate and customize messaging for use by stakeholders when communicating with multicultural audiences, if/as needed  
- Conduct media training for spokespersons based on new messaging/talking points  
- Participate in ongoing calls/meetings with F5LA public affairs team to provide status report on activities. | To be completed by Edelman team in collaboration with F5LA public affairs team with input from appropriate Edelman and F5LA subcontractors (if/as needed). | Q2-2012 Develop Q2-2012 – Q3-Q4 2013 | - Messaging architecture, including talking points, call-to-action and elevator pitch  
- Call agendas/recaps  
- Weekly/monthly status reports |
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  • Creative brief  
  • 2-3 campaign concepts  
  • Advertising deliverables may include:  
    o Print ads  
    o TV spots / PSAs  
    o Radio spots  
    o Online banners  
    o Out-of-home  
  • Other launch deliverables may include:  
    o ANR script  
    o S/RMT script and spokesperson talking points  
    o Database of relevant community events to participate in  
    o Promotoras workshop materials  
    o Talking points for street teams |
| **Objective #4**: Develop and implement a targeted advertising campaign within LA County to refresh awareness of the Infant Safe Surrender Program | **Activity #1**: Develop and implement targeted advertising campaign on local media which may include but not limited to outdoor, print and alternative, as well as placements on F5LA’s and strategic partners’ online properties. *(Work plan activity #2)* | To be completed by Edelman team in collaboration with F5LA public affairs team with input from appropriate Edelman subcontractors (if/as needed). | Q2-2012 – Design, produce  
Q3-Q4-2013 – Implement | • Design, produce  
• 2-3 campaign concepts  
• Advertising deliverables may include:  
  o Print ads  
  o TV spots / PSAs  
  o Radio spots  
  o Online banners  
  o Out-of-home  
• Other launch deliverables may include:  
  o ANR script  
  o S/RMT script and spokesperson talking points  
  o Database of relevant community events to participate in  
  o Promotoras workshop materials  
  o Talking points for street teams |
| Subtasks:                                                                 |                                                                                                                                  |                                                                                                     |                                  | • Strategy and recommendations for communications channels to promote campaign  
  • Creative brief  
  • 2-3 campaign concepts  
  • Advertising deliverables may include:  
    o Print ads  
    o TV spots / PSAs  
    o Radio spots  
    o Online banners  
    o Out-of-home  
  • Other launch deliverables may include:  
    o ANR script  
    o S/RMT script and spokesperson talking points  
    o Database of relevant community events to participate in  
    o Promotoras workshop materials  
    o Talking points for street teams |
  • Review existing advertising campaign (if any)  
  • Develop strategy for advertising campaign and recommendations for which distribution/communications channels to leverage (based on research findings); activities may include some ad buys, grassroots outreach and media relations activities such as: a satellite/radio media tour (S/RMT) with spokesperson and media outreach to launch campaign; and audio news release (ANR); participation at relevant community events and festivals; distribution of flyers/materials via street teams; workshops conducted by promotoras at local clinics and community centers, etc.)  
  • Design concepts for advertising campaign  
  • Provide recommendations on how to leverage ad campaign with community stakeholders  
  • Work with F5LA and Supervisor Knabe’s staff to determine one concept for implementation and get sign-off  
  • Provide recommendations on media buy mix (if media buys are applicable) based on target audience and receptivity times |
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<td>• Call agendas/recaps</td>
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<td>• Secure tear sheets</td>
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<td>• Weekly/monthly status reports</td>
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<td>• Draft copy/scripts and translate/customize, accordingly for multicultural audiences</td>
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<td>• Negotiate added-value opportunities</td>
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<td>• Negotiate media buys according to approved strategy</td>
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<td></td>
<td>• Provide senior oversight/management of account and coordination with F5LA staff, Supervisor Knabe's staff and consultants/subcontractors</td>
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<td>• Provide monthly reports</td>
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<td>• Participate in ongoing calls/meetings with F5LA public affairs team to provide status report on activities</td>
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<tr>
<td>Task/Service</td>
<td>First 5 LA Funds</td>
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<tr>
<td><strong>Public Education</strong></td>
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<tr>
<td>Objective 1: Activity 1: Conceptualize and implement (2) public education campaigns</td>
<td>40,000.00</td>
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<tr>
<td>Objective 1: Activity 2: Conceive, design and evaluate (3) targeted campaigns</td>
<td>45,000.00</td>
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<tr>
<td>Objective 2: Activity 1: Create strategies, partnership opportunities, outreach worker training and coordination in at least (3) events targeting the general public.</td>
<td>18,750.00</td>
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<tr>
<td>Objective 2: Activity 1: Hard Costs (Website, presentation fees, training coordination fees, transportation expenses, 10% mark-up on hard costs, etc.)</td>
<td>12,500.00</td>
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<tr>
<td>Objective 2: Activity 2: Creative strategies, partnership opportunities, outreach worker training and coordination targeting service providers, local elected and foundations</td>
<td>24,000.00</td>
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<tr>
<td>Objective 2: Activity 2: Hard Costs (venue expenses, transportation, refreshments, 10% mark-up on hard costs, etc.)</td>
<td>6,000.00</td>
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<tr>
<td>Objective 2: Activity 3: Creation of (1) First 5 LA-Led Effort</td>
<td>52,250.00</td>
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<tr>
<td>Objective 2: Activity 2: Hard Costs (venue costs, permits, transportation, collateral printing, 10% mark-up on hard costs, etc.)</td>
<td>29,750.00</td>
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<tr>
<td>Objective 3: Activity 1: Digital - Provide support on website design, updates and maintenance</td>
<td>45,000.00</td>
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<tr>
<td>Objective 3: Activity 3: Digital - Provide support on social media engagement efforts</td>
<td>15,000.00</td>
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<tr>
<td>Objective 4: Activity 1: Provide strategic counsel on collateral and promotional materials</td>
<td>30,000.00</td>
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<tr>
<td>Objective 4: Activity 1: Hard Costs (collateral printing costs, 10% mark-up on hard costs)</td>
<td>10,000.00</td>
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<tr>
<td>Objective 4: Activity 2: Provide strategic counsel on creation of talking points</td>
<td>20,250.00</td>
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<tr>
<td>Objective 4: Activity 3: Create, design, purchase media and evaluate (1) targeted/promotional campaign</td>
<td>75,000.00</td>
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<tr>
<td>Objective 4: Activity 2: Hard Costs (media buys if needed, research costs, press release distribution costs, 10% mark-up on hard costs, etc.)</td>
<td>200,000.00</td>
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<tr>
<td>Objective 4: Activity 4: Support media manager's activities</td>
<td>10,000.00</td>
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<tr>
<td>Objective 5: Activity 1: Design and implement research efforts</td>
<td>20,250.00</td>
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<tr>
<td>Objective 5: Activity 1: Hard Costs (expenses related to research efforts, 10% mark-up on hard costs)</td>
<td>29,750.00</td>
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<tr>
<td>Objective 5: Activity 2: Assess local media to determine awareness levels</td>
<td>10,000.00</td>
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<tr>
<td>Objective 6: Activity 1: Evaluate data, prepare and present findings and recommendations</td>
<td>20,250.00</td>
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<td>Objective 6: Activity 2: Branding Plan &amp; Evaluation</td>
<td>100,000.00</td>
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<td>Objective 7: Activity 1: Public Education Materials Updates/Revisions</td>
<td>75,000.00</td>
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<td>Objective 7: Activity 2: Public Education Materials Evaluation &amp; Revisions</td>
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<td>Objective 7: Activity 3: Stakeholder Messaging &amp; Training</td>
<td>20,250.00</td>
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<tr>
<td>Objective 7: Activity 4: FY13-14 Planning</td>
<td>75,000.00</td>
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<tr>
<td><strong>Executive Director PR Support</strong></td>
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<tr>
<td>Objective 1: Activities 1 and 2: Support for CEO Activities</td>
<td>30,000.00</td>
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<td>Objective 1: Activities 2 and 3: Hard Costs (refreshments for CEO meet &amp; greets, transportation, venue fees, catering, press release distribution if needed, 10% mark-up on hard costs, etc.)</td>
<td>10,000.00</td>
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<tr>
<td><strong>Infant Safe Surrender Campaign</strong></td>
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<tr>
<td>Objective 1: Activity 1: Market Research</td>
<td>45,000.00</td>
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<td>Objective 1: Activity 1: Hard Costs (expenses related to market research, 10% mark-up on hard costs)</td>
<td>30,000.00</td>
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<td>Objective 1: Activity 2: Collateral Materials Creation</td>
<td>75,000.00</td>
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<tr>
<td>Objective 3: Activity 1: Message Architecture &amp; Speeches Training</td>
<td>20,250.00</td>
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<tr>
<td>Objective 4: Activity 1: Advertising Campaign (development of campaign, including design creative, strategy, recommendations for implementation, team participation at events, workshops, fairs, markets, byways, coordination and oversight of promotions and street teams, etc.)</td>
<td>250,000.00</td>
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<td>Objective 4: Activity 1: Hard Costs (Media Buys - if needed, stipend/sponsorship fees for Street Teams/Informants to participate, event location fees, SMRT, ART, production fees, collateral printing costs, 10% mark-up on hard costs)</td>
<td>264,500.00</td>
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**TOTAL COST** 1,547,800.00
I. The Public Education campaign includes the following activities:

- Conceptualize and implement (2) public education campaigns
- Conceive, design and evaluate (2) targeted ad campaigns
- Provide creative strategies, partnership opportunities, outreach worker training and coordination in participation in at least (1) event targeting general public
- Provide creative strategies, partnership opportunities, outreach worker training and coordination in participation in at least (1) event targeting community stakeholders
- Plan, coordinate, manage and implement a F5LA-lead community event
- Provide creative strategies, editorial and technical support for the maintenance and updating of ReadySetGrowLA.org, including development of (2) online hubs
- Provide creative strategies for maintenance of First 5 LA social media channels and support with community engagement
- Provide strategic counsel, editorial and creative insights into the conceptualization and design of collateral and promotional materials
- Provide strategic counsel, editorial insight and training advice in the creation of talking points for internal staff
- Conceive, design, purchase media and evaluate (1) targeted advertising/promotional campaign
- Support media manager with partnership and relationship development, sponsorships, outreach and promotional materials
- Design and implement a research effort to determine effectiveness of marketing and communications campaign
- Assess local media to determine current level of awareness and understanding of F5LA’s efforts
- Evaluate data, prepare and present recommendations to First 5 LA staff and key stakeholders
- Prepare a plan for updating all First 5 LA public education efforts to more effectively communicate program goals
- Update and revise materials and outreach strategies to ensure marketing and communications efforts are effective in achieving objectives and goals
- Evaluate new materials with key stakeholders and target audiences, and revise as needed
- Create and implement training plan for educating staff and key stakeholders
• Design and plan an outreach and promotional campaign for FY13-14 that reflects revised F5LA messaging

Public Education Campaign Development
• Strategy and recommendations for communications channels to promote campaign
• 2-3 concepts for each campaign
• Advertising deliverables may include:
  o Print ads
  o TV spots / PSAs
  o Radio spots
  o Online banners
  o Out-of-home
• Outreach deliverables may include:
  o Press releases
  o Media alerts
  o ANR script
  o Spokesperson talking points
  o Database of relevant community events to participate in
  o Promotoras workshop materials
  o Street teams
• Call agendas / recaps
• Weekly / monthly status reports

Creative Development and Evaluation of (2) Ad Campaigns
• Creative brief
• 2-3 campaign concepts
• Recommendations and implementation for evaluating campaigns
• Concepts may include pieces for any of the following:
  o Print ads
  o TV/radio spots / PSAs
  o Online banners
• Call agendas / recaps
• Weekly / monthly status reports

Community Outreach / General Public Efforts (1-2) Events
• Strategy memos and recommended plan of action
• Database of community events
• Database of potential partners
• Outreach worker training materials
• Materials may include:
  o Brochures, flyers
  o *Fotonovelas*
  o Print ads
  o TV/radio spots / PSAs
  o Online banners
• Call agendas / recaps
- Weekly / monthly status reports

**Community Outreach / Stakeholder Efforts (1-2) Events**
- Strategy memos and recommended plan of action
- Database of stakeholder events
- Database of potential partnerships
- Outreach worker training materials
- Call agendas / recaps
- Weekly / monthly status reports

**Community Outreach / F5LA-Lead (1) Event**
- Strategy memos
- Creative theme
- In-language materials associated with event
- Pitch letters / releases to promote event
- Coordination, management, implementation and hosting of event
- Materials may include:
  - Brochures, flyers
  - *Fotonovelas*
  - Print ads
  - TV/radio spots / PSAs
  - Online banners
- Call agendas / recaps
- Weekly / monthly status reports

**Digital / Website Design, Updates and Maintenance**
- Overarching messaging structure for digital properties
- Creative development and execution of digital properties
- Editorial calendar for digital properties
- Content for all properties
- Monthly analytics and scorecard

**Digital / Social Media Engagement**
- Messaging architecture
- Editorial calendar for social media channels
- Bloggers/influencer list
- Execution of content for all platforms
- Analytics reports
- Report highlighting key learnings and recommendations for next year
- Status reports
Collateral & Promotional Materials
- POV and recommendations on collateral and promotional materials
- Feedback on editorial content

Message Architecture & Spokespeople Training
- POV and recommendations on talking points
- Ongoing feedback

Advertising Media Buys / Oversight, Management & Coordination
- 2-3 campaign concepts
- Buys may include:
  - Print ads
  - TV spots / PSAs
  - Radio spots
  - Online banners
  - Out-of-home
- Tear sheets
- Call agendas / recaps
- Weekly / monthly status reports

Partnership & Sponsorship Support
- POV and recommendations on sponsorships and promotional materials
- Ongoing counsel/ feedback

Market Research / Evaluation of Campaign Efforts
- Research strategy
- Research design/ recommendations for each element
- Research tools
- Findings report and raw data
- Presentation of findings
- Call agendas/recaps
- Weekly/monthly status reports

Research Data Evaluation & Presentation of Findings
- POV of findings, implications and recommended next steps

Branding Plan & Evaluation
- Public education plan
- Materials may include:
  - Style guide
  - Boiler plate
  - Vision statement
  - Collateral materials
- Call agendas/ recaps
- Weekly/monthly reports
Public Education / Materials Updates & Revisions
- POV/ recommendations for updates/ revisions
- Updated/revised materials and outreach strategies

Public Education / Materials Evaluation & Revisions
- Evaluation findings report
- Revised materials
- Monthly reports of efforts

Stakeholder Messaging & Training
- Messaging architecture
- Training workshop agenda and presentation
- Recap report of workshop

FY13-14 Planning
- Outreach plan

Hard Costs
- Research vendor costs, such as focus group facilities, incentives, food, transportation, etc.
- Advertising media buys (if applicable)
- Printing of collateral materials
- Transportation/expenses related with community efforts and events, CEO meet and greets, training/educational workshops
- Venue costs, permits, etc. for events
- 10% vendor mark-up fees

II. Executive Director PR Support includes the following activities:
- Logistics, coordination and implementation for CEO introduction events
- Support for media tour implementation including development of Op-Eds, desk-side briefings with media, press releases, etc.
- Strategy for CEO visibility
- Materials for use with media, in social media channels, and/or stakeholders, which may include:
  - Talking points
  - Presentation
  - Topics for blog posting

Hard Costs
- Refreshments for CEO meet & greets,
- Transportation/travel (as needed)
- Venue fees/catering
- Press release wire distribution (if/as needed)
- 10% mark-up on hard costs
III. The Infant Safe Surrender Public Education campaign includes the following activities:

- Development and implementation market research
- Ideation, creation and design of collateral materials
- Development of messaging architecture and training of spokespeople
- Development and implementation of targeted advertising campaign

Market Research Deliverables
- Research strategy by target audience
- Research design/recommendations for each element
- Research tools
- Findings report and raw data
- Presentation of findings
- Call agendas/recaps
- Weekly/monthly status reports

Collateral Materials Deliverables
- Design strategy
- Creative brief
- Recommendations on types of collateral pieces
- Recommendations on distribution channels for collateral materials
- 2-3 design concepts
- Copy/content for up to (5) collateral pieces
- Call agendas/recaps
- Weekly/monthly status reports

Messaging Architecture Deliverables
- Messaging architecture, including talking points, call-to-action and elevator pitch
- Recommendations for how/when to disseminate messages
- Call agendas/recaps
- Weekly/monthly status reports

Advertising Campaign Deliverables
- Advertising strategy, including communications channels for outreach, which may include media relations such as developing press releases, media alerts and calendar releases; coordination of satellite/radio media tour; developing script for an audio news release; development of written radio PSAs and teasers for radio DJs to read on air; community outreach including coordination/management of promotoras workshops/outreach; street teams and distribution of campaign collateral at events, farmer’s markets, swap meets, etc.
- Creative brief
- 2-3 campaign concepts
- Some or all of the following:
  - Print ads
  - TV spots / PSAs
- Radio spots
- Online banners
- Some or all of the following:
  - ANR script
  - S/RMT script and spokesperson talking points
  - Database of relevant community events to participate in
  - Promotoras workshop materials
  - Talking points for street teams
- Call agendas/recaps
- Weekly/monthly status reports

**Hard Costs**
- Research vendor costs, such as focus group facilities, incentives, food, transportation, etc.
- Advertising media buys (if any)
- Promotoras/street team fees/stipends (if/as needed)
- Event venue fees (if any)
- Booth space at swapmeets and farmer’s markets (if any)
- S/RMT, ANR production fees
- Collateral printing costs
- 10% vendor mark-up fees