### EXHIBIT A – SCOPE OF WORK

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Activities and Subtasks</th>
<th>Staff Assignment</th>
<th>Timeline</th>
<th>Deliverables</th>
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<tr>
<td>Include who, what, when, where, how and how much for each objective.</td>
<td>Indicate the activities and subtasks leading to the fulfillment of the objective. Include benchmarks or milestones in chronological order. Include the appropriate quantity or frequency of the associated activities or subtasks.</td>
<td>Indicate staff, consultants or subcontractors responsible for the respective activity or subtask.</td>
<td>Indicate start and end period.</td>
<td>Q1 – Q4&lt;br&gt;Objective #1: Revisions and maintenance of re-launched First5LA.org website and digital properties. To be completed by Edelman team in collaboration with F5LA public affairs team and website contractor Merrill Whatley.</td>
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| Objective #2: Implementation of public education and brand awareness efforts based on FY12-13 research and 2015-2020 strategic plan. | Activity #1: Conceptualize and implement public education strategies and community outreach around topics outlined in public education calendar which align with First 5 LA's (F5LA) strategic plan and Building Stronger Families Framework. **Subtasks:**  
- Work with F5LA public affairs team to develop goals, identify target audiences and determine research approach to determine outcomes, benchmarks and measurements for dissemination of public education topics per PE calendar  
- Ongoing revisions and updates to PE plan  
- Update PE calendar of topics, if/as needed  
- Dissemination of public education topics will ladder up to universal campaign and may include elements such as (NOTE: Edelman and teams role in each of these various components will vary from lead in implementation to consultant providing guidance for F5LA implementation. Specifics will be clarified through creative brief by project):  
  - Media relations including local outreach to secure interviews for spokespersons and news stories about that particular PE topic; written public service announcements for TV and radio to read on-air;  
  - Grassroots outreach such as participation in local events, festivals, farmer's markets, etc. to distribute information about the PE topics, street teams to distribute materials, | 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. | Q1-2014 – Q2-2014 | - Creative briefs to include detailed activities of how we will promote PE topics and how it latters up to universal campaign – Connect the Dots  
- Advertising deliverables may include:  
  - Print ads  
  - TV spots / PSAs  
  - Radio spots  
  - Online banners  
  - Out-of-home  
  - Production of materials  
- Outreach deliverables may include:  
  - ANR script  
  - Spokesperson talking points  
  - Database of relevant community events to participate in  
  - Promotoras workshop materials  
  - Street teams  
- Testing (as needed)  
- Target outcomes, benchmarks and |
# Objectives
Include who, what, when, where, how and how much for each objective.

# Activities and Subtasks
Indicate the activities and subtasks leading to the fulfillment of the objective. Include benchmarks or milestones in chronological order. Include the appropriate quantity or frequency of the associated activities or subtasks.

- Promotoras to engage with the community, outreach to community-based organizations;
  - Partnership building such as outreach to key community stakeholders to engage them in promoting relevant PE topics and further extend the message
  - Media buys
  - Town Hall/Convenings, in partnership with Policy/Best Start, for stakeholders around key policy issues
  - Community gatherings, in partnership with Best Start, for parents, broader community and general public
  - Develop 2-3 concepts for each campaign or key marketing activities for F5LA to consider
  - Test campaign and/or messages to ensure it resonates with multicultural communities; testing elements may include: focus groups; telephone/online surveys, mall-intercepts, etc.
  - Conceive, develop and execute activities timed to public education calendar (including design and production of “pop-up”/turnkey modules to be used at events.
  - Negotiate media buys according to approved strategy
  - Negotiate added-value opportunities
  - Translate and customize campaigns and activities 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/management of public education campaign

# Staff Assignment
Indicate staff, consultants or subcontractors responsible for the respective activity or subtask.

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.

# Timeline
Indicate start and end period.

Q1-2014 – Q4-2015

# Deliverables
Indicate Date Due.

- Measurement for activities
  - Turnkey activation modules (materials, talking points, etc.)
  - Call agendas / recaps
  - Weekly / monthly status reports
  - Report on campaigns including details of campaign goals, impressions received, campaign elements, as well as "lessons learned."
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<td>Indicate Date Due.</td>
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<td>Objective #3: Raise awareness of the importance of the first 5 years of life, issues relating to the work of First 5 LA and public education efforts through media relations</td>
<td>Activity #1: Support First 5 LA media manager on efforts such as awareness of First 5 LA programs, objectives, research efforts, policies, and other subjects. Services are rendered on an &quot;as needed&quot; basis, and are dependent upon requests from First 5 LA. Subtasks:</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, 2014 – Q4- 2015</td>
<td>• Project briefs for media-related projects • Recommendations/ideas on pitch angles to support research and policy-related efforts • Call agendas / recaps • Final reports on media relations projects</td>
</tr>
</tbody>
</table>

- Consult on strategies to generate visibility for F5LA, around public education, research and policy-related efforts
- Conduct message training with CEO and other First 5 LA spokesperson (if/as needed) to prep for media interviews as well as meetings with key stakeholders
- Support with media pitching around specific issues / topics, success stories, events, etc.
- Support with press release development and distribution
- Interview logistics and coordination
- Support for media tour implementation including development of Op-Eds, desk-side briefings with media, press releases, etc.  
  - Work in consultation with Media Manager in development of materials for use with media, social media channels, and/or stakeholders, which may include: talking points, presentation, topics for blog posting, press releases, pitches
- Support for media event logistics, coordination and scheduling and implementation of event.
- Participate on ongoing meetings/calls with F5LA media manager and/or public affairs team to update on progress
- Draft weekly/monthly activity reports
- Provide senior oversight/managed of public education campaign
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<td>Indicate staff, consultants or subcontractors responsible for the respective activity or subtask.</td>
<td>Q1-2014 – Q2-2014</td>
<td>• Framework for trainings and internal stakeholder education</td>
</tr>
<tr>
<td><strong>Objective #4: Develop internal stakeholders as brand ambassadors for First 5 LA and its work</strong></td>
<td><strong>Activity #1: Conduct trainings with First 5 LA staff, Commissioners and others on an as needed basis. Topics may include, but are not limited to, visual and text style guide, messaging, social media, and branding.</strong>&lt;br&gt;&lt;br&gt;<strong>Subtasks:</strong>&lt;br&gt;• Work with Public Affairs to develop strategic framework for ongoing communications with internal stakeholders around First 5 LA messaging and public education efforts&lt;br&gt;• Create training program and presentation materials based on outline created in FY12-13&lt;br&gt;• Create a canned training of the F5LA brand and style guide to be used by HR for new staff.&lt;br&gt;• Conduct trainings with internal stakeholders and/or conduct “train-the-trainer” program&lt;br&gt;• Participate on ongoing meetings/calls with F5LA public affairs team to update on progress&lt;br&gt;• Draft weekly/monthly activity reports&lt;br&gt;• Provide senior oversight/management of public education campaign</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></td>
<td>• Materials and presentation for trainings&lt;br&gt;• Conduct trainings&lt;br&gt;• Call agendas / recaps&lt;br&gt;• Weekly / monthly status reports&lt;br&gt;• Report on all training activities</td>
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<td><strong>Objective 5: Plan and implement the “Hands on Hero” (name TBD) event for community members, as well as media outreach.</strong></td>
<td><strong>Activity#1: Provide support with planning and implementing “Hands on Hero” event.</strong>&lt;br&gt;&lt;br&gt;Subtasks:&lt;br&gt;• Liaise with First 5 LA event lead to gather details about event&lt;br&gt;• Develop project brief and strategy&lt;br&gt;• Support coordination of event logistics, format and program&lt;br&gt;• Support with invitation development and design&lt;br&gt;• Support with media outreach surrounding event&lt;br&gt;• Support with coordination of heroes and community members&lt;br&gt;• Draft weekly/monthly activity reports relevant to event&lt;br&gt;• Participate in calls relevant to event&lt;br&gt;• Provide senior oversight/managed of public education campaign</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>Q1-2014 – Q2-2014</td>
<td>• Project brief&lt;br&gt;• Event materials if/as needed&lt;br&gt;• Media materials if/as needed&lt;br&gt;• Call-agendas/recaps&lt;br&gt;• Activity reports</td>
</tr>
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</table>
## Objective #6: Evaluate outcomes of public education efforts based on established baseline data from FY12-13 research

**Activity #1: Design and implement a research effort to determine the effectiveness of F5LA’s marketing and communications efforts**  
**Subtasks:**  
- Develop evaluation strategies  
- Design research elements/methods, which may include but are not limited to one-on-one interviews, online survey, focus groups, etc.  
- Draft research tools, which may include but are not limited to focus group, survey tools, questionnaires, etc.  
- Implement research elements and analyze data  
- Conduct research following each public education campaign to measure awareness of campaign among parents and determine success in promoting First 5 LA’s four strategic goals  
- Develop research findings report and implications for FY14-15 planning  
- 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

**Staff Assignment:** 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.

**Timeline:**  
- Q1-2014 – Define strategy  
- Q1-2013 – Q4-2014 – Design research tools as needed  
- Q4-2014 – Implement research to evaluate success of efforts against benchmark and present findings

**Deliverables:**  
- 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
Flat Fee for Services Budget Exhibit B

Vendor Name: Daniel J. Edelman, Inc.
Project Name: Public Education - Marketing & Communications

<table>
<thead>
<tr>
<th>Task/Service</th>
<th>First 5 LA Funds</th>
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<tbody>
<tr>
<td><strong>Public Education &amp; Outreach</strong></td>
<td></td>
</tr>
<tr>
<td>Public education and community outreach activities as directed and approved by Public Affairs. Activities to include rebranding launch events, including Hands on Hero. Development of topic subject area/BSSF activation modules, marketing sponsorships, Media Buying, creative development, strategic planning, editorial, public relations, messaging training for internal/external stakeholder.</td>
<td>1,500,000</td>
</tr>
<tr>
<td><strong>Website Maintenance</strong></td>
<td></td>
</tr>
<tr>
<td>Website maintenance and additions as directed and approved by Public Affairs. Includes but not limited to: adjustments to content management system, interface updates to public website and social media delivery, design and creation of a First 5 LA downloadable application, editorial adjustments to tagging and search mechanisms and others</td>
<td>125,000</td>
</tr>
<tr>
<td><strong>Research</strong></td>
<td></td>
</tr>
<tr>
<td>Research activities related to public education and brand/organizational awareness as directed and approved by Public Affairs. Includes but not limited to: market research; benchmarks and measurement of public education campaigns and ad buys; project evaluations and reporting; follow up evaluation (survey/ focus group, etc.) on impact of rebranding and unification of multiple brands, research into current level of FSLA awareness.</td>
<td>150,000</td>
</tr>
<tr>
<td><strong>Account Management</strong></td>
<td></td>
</tr>
<tr>
<td>Overall account management and project management activities related to public education as directed and approved by Public Affairs. Includes but not limited to: strategic counsel, budgeting and invoicing, weekly and quarterly reports / updates.</td>
<td>125,000</td>
</tr>
<tr>
<td><strong>Policy Event Sponsorship</strong></td>
<td></td>
</tr>
<tr>
<td>Sponsorship of events to enhance First 5 LA's presence in the policy arena as directed and approved by Public Affairs.</td>
<td>25,000</td>
</tr>
</tbody>
</table>

**TOTAL COST** 1,925,000

Fiscal Contact Person
James Williams, General Manager
Agency Authorized Signature
(323) 202-1475
Phone #

Additional supporting documents may be requested
BUDGET NARRATIVE

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<td>Agency Name:</td>
<td>Daniel J. Edelman, Inc.</td>
<td>Project Name:</td>
<td>Public Education</td>
</tr>
<tr>
<td>Project Length:</td>
<td>3 years</td>
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Final projects, budgets and deliverables will be determined via creative briefs and project-specific budgets. Activities can include, but are not limited to, the following:

I. Public Education & Brand Awareness Building Activities
   - Conceptualize and implement public education campaigns as laid out in the editorial calendar.
   - Provide creative strategies, partnership opportunities, outreach worker training and coordination of event logistics.
   - Plan, coordinate, manage and implement F5LA’s participation in community events.
   - 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 stakeholders (First 5 LA staff, Commissioners, Children’s Deputies).
   - Provide media planning and buying services for advertising campaigns.
   - Support marketing manager with partnership and relationship development, sponsorships, outreach and promotional materials.
   - 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.
   - Provide media relations outreach support.

Collateral & Promotional Materials
   - Provide support services as needed, including creative direction, design, editorial / copywriting, photography, video production, print production / coordination.
Public Education Campaign Development
- Strategy and recommendations for communications channels to promote campaign
- Creative brief
- 2-3 concepts for each campaign
- Awareness building 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
  - Advertising (may include print, TV, radio, online banners, outdoors)
- Call agendas / recaps
- Weekly / monthly status reports

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

Community Outreach / Stakeholder or First 5 LA-lead Events
- Strategy memos and recommended plan of action
- Database of stakeholder events
- Database of potential partnerships
- Creative Brief and Budget
- 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 / Social Media Engagement**
- Messaging architecture
- Editorial calendar for social media channels
- Bloggers/influencer list
- Execution of content for all platforms
- Analytics reports
- Status reports

**Message Architecture & Spokespeople Training**
- Ongoing feedback and recommendations on talking points
- Develop and conduct trainings for internal stakeholders as needed
- Training workshop agenda and presentation
- Recap report of workshop

**Advertising Media Buys / Oversight, Management & Coordination**
- Prepare media plan
- Supervise purchase of media
- Buys may include:
  - Print ads
  - TV spots / PSAs
  - Radio spots
  - Online banners
  - Out-of-home
- Tear sheets
- Call agendas / recaps
- Weekly / monthly status reports

**Media Relations**
- Media pitching around specific issues / topics, success stories, events, etc.
- Advice on press releases and distribution
- Interview logistics and coordination
- Support for media tour implementation including development of Op-Eds, desk-side briefings with media, press releases, etc.
- Strategy for CEO and First 5 LA visibility
- Materials for use with media, in social media channels, and/or stakeholders, which may include:
  - Talking points
  - Topics for blog posting
  - Press releases
  - Pitches

**Partnership & Sponsorship Support**
- POV and recommendations on sponsorships and promotional materials
- Ongoing counsel/ feedback
Types of Hard Costs

- 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, catering, permits, etc. for events
- Sponsorship
- Press release wire distribution (if/as needed)

II. Website Development and Maintenance activities

- Provide creative strategies, editorial and technical support for the maintenance and updating of First 5 LA’s online resources and websites
- Provide creative strategies for integration, maintenance and building of First 5 LA social media channels

III. Research Activities

- Benchmarks and measurement of public education campaigns and ad buys
- Research strategy
- Research design/ recommendations for each element
- Research tools
- Testing of creative concepts and messaging as needed
- Follow up evaluation (survey/focus group) on impact of rebranding and unification of multiple brands
- Evaluate data, prepare and present recommendations to First 5 LA staff and key stakeholders
- Research into current level of F5LA awareness.
- Hard costs could include research vendor costs such as focus group facilities, incentives, food, transportation, etc.

IV. Account Management

- Overall account management
- Strategic counsel
- Oversee all planning and efforts
- Manage budget and invoicing
- Quarterly reports and budget updates
- Call agendas / recaps
- Weekly/monthly reports as needed

Types of Hard Costs

- Parking, conference calls, etc. (if/as needed)
V. **Policy Event Sponsorship**
   - Complete sponsorship applications
   - Coordinate attendance
   - Coordinate First 5 LA presence (logo placement, web links, etc.)
   - Conceive, implement and finalize supporting design for ads
   - Process payments