# EXHIBIT A – SCOPE OF WORK

**Contract Number:** 08102  
**Agency Name:** Star Link Company, Inc.  
**Project Name:** Public Affairs Marketing Materials  
**Project Length:** Nine (9) Months

**Contract Period:** October 1, 2011 – June 30, 2012  
**Revision Date:**  
**Report Period:**  
**Submission Date:**  
**(Office Use Only)**

## 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.

1. Evaluate print job requests, make suggestions on revisions to job, and cost out various quotes for completion of work.
2. Be in contact with First 5 LA representative, either F5LA project manager, F5LA designer or any First 5 LA contracted design firms, to define the parameter of the print needs and a schedule for delivery of items.
3. Work in concert with F5LA representatives to create a product that all parties have approved.
4. Produce the requested materials in a timely and high quality manner to the agreed upon budget and schedule.

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

- **Francisco Oaxaca**  
  Dir. of Public Affairs, First5 LA  
- **Larry Renick**  
  Assistant Dir. of Public Affairs, First 5 LA  
- **Violet Gonzalez**  
  Marketing Manager, First 5 LA  
- **Ben Gibbs**  
  Webmaster/Designer, First5LA  
- **Gustavo Muniz**  
  Graphic Designer, First 5 LA  
- **Heidi Chan**  
  Executive Vice President  
  Star Link Company, Inc.

## Timeline
Indicate start and end period.

Since there are many projects to be created as part of this contract, each project timeline will be determined and agreed upon by project manager, design lead and Star Link representative over the course of the contract period.

## Deliverables
Indicate Date Due.

A variety of deliverables will be included in this contract on a project by project basis.

Therefore, individual project deliverables will be determined by project manager, design lead and Star Link Company, Inc. representative over the course of the contract period.