



## Public Relations, Social Marketing & Advertising Solutions California Multiple Award Schedule

Contract No. 4-08-03-0269B

Through: May 31, 2013

Dear State, County, and Local Agency Buyer,

Thank you for your interest in RS&E. We have significant, unmatched experience with state, regional and local entities. Our compelling advertising campaigns and public relations/public affairs programs have been responsible for the delivery of our clients' messages to millions of Californians.

We care about your challenges, we know how to engage your customers, and we are able to connect cross-culturally, using our in-language expertise.

Please contact us to expedite your projects through CMAS. We look forward to the opportunity to work with you.

Sincerely,

Estelle G. Saltzman  
President  
Runyon Saltzman & Einhorn, Inc.

## EXPERIENCE

With the seat of state, county and city government a stone's throw from our Capitol Mall office, RS&E is a prominent force in California and Sacramento politics. Anyone arriving at Sacramento International Airport, reading The Sacramento Bee, complying with the state's Smog Check program, receiving a Cal Grant for higher education or learning about the importance of proper eating and exercise has benefited from our public affairs/public relations practice.

RS&E has also been recognized as a leader in the development of large-scale, comprehensive social marketing campaigns that combine the use of traditional media vehicles with carefully targeted "grassroots" community outreach, public relations and public affairs efforts to effect social change. Often in concert with selected community groups, RS&E designs outreach strategies to complement and extend messages to target audiences and secondary influencers where they live, work and play.

In order to meet our clients' needs to reach discrete target audiences, we have identified and are able to tap into a statewide network of media outlets, communications professionals and grassroots organizations. No matter the age group, income level, ethnicity, language or location of target audiences, we have the capacity to reach out with a comprehensive array of communication strategies. Our experienced staff members have conducted social marketing campaigns to raise awareness and generate action about a host of significant social issues, including AIDS, air quality, elder abuse, mentoring, health insurance for children of the working poor, statutory rape, smoking, teen pregnancy, energy efficiency, recycling and domestic violence.

RS&E's success rate is attributable to the agency's strategic approach. We study our clients' businesses, research their issues, formulate action plans based on our findings, develop tactics for effective plan implementation, maximize public, political and media support and leverage existing relationships and partnerships.

## GOVERNMENT CLIENTS

RS&E's experience, past and present, with government entities is extensive, including but not limited to campaigns and/or projects for:

- California Community College System, Career Technical Education
- California Department of Alcohol and Drug Programs, Office Problem Gambling
- California Department of Health Services, BabyCal Program
- California Department of Health Services, HealthyFamilies Program
- California Department of Health Services, Office of Family Planning
- California Department of Health Services, Women, Infant and Children's Program
- California Department of Managed Care, Office of the Patient Advocate
- California Department of Trade and Commerce, TeamCalifornia Campaign
- California Employment Development Department
- California Department of Public Health, Cancer Prevention and Nutrition Section

- California Public Employees' Retirement System (CalPERS)
- California Office of the General Counsel, Legislative Data Center
- California Public Utilities Commission
- California State Teachers Retirement System (CalSTRS)
- California State University, Sacramento (CSUS)
- California Student Aid Commission, Cal Grant Campaign
- City of American Canyon
- County of Sacramento
- Imperial County Irrigation District
- Judicial Council of California
- Merced County Human Services Department
- Sacramento County Airport System
- Sacramento Municipal Utility District
- Shasta County, Public Health Department
- University of California, Davis
- Yuba County, Plumas Lake and Yuba County Flood Control Agencies

## SERVICES

RS&E provides a full range of services that respond to the short-and-long-term needs of government agencies.

### ADVERTISING

We are adept at promoting public awareness of an agency's mission and initiatives, enabling public understanding of complex technical and social issues, disseminating information to industry and consumer advocacy groups and engaging in recruitment campaigns. Services include, but are not limited to:

- Message design
- Media selection
- Outdoor marketing
- Broadcast media creation and placement (radio, television, and public service announcements)
- Direct mail
- Media planning
- Media placement
- Advertising evaluation

## PUBLIC RELATIONS

Services include, but are not limited to:

- Designing media messages and strategies
- Recommending media sources for placement of campaigns
- Preparing media materials , e.g., background documents, press releases, advisories, speeches and press kits
- Executing media programs
- Conducting press conferences
- Scheduling broadcast and /or print interviews
- Conducting crisis communications programs
- Media training of potential spokespeople
- Tracking media coverage

## MARKET RESEARCH & ANALYSIS

Services include, but are not limited to:

- Customizing strategic marketing plans
- Branding initiatives
- Creating public awareness of products, services and issues
- Identifying and analyzing target markets
- Establishing measurable marketing objectives
- Determining market trends and conditions
- Identifying and implementing appropriate strategies
- Conducting focus group, telemarketing, individual interviews, preparing/distributing surveys and compiling/analyzing results

## EXHIBIT DESIGN & IMPLEMENTATION

Services include, but are not limited to:

- Designing and producing exhibits and their accompanying materials
- Providing and/or making recommendations for exhibit carpet and padding
- Setting up and dismantling exhibit property
- Cleaning, prepping and storing exhibit property for future use
- Shipping exhibit property to and from designated site(s)

## CONFERENCE, EVENTS & TRADESHOW PLANNING

Services include, but are not limited to:

- Project management
- Coordination and implementation of third party participation
- Collection management of third party payment for participation
- Venue liaison support
- Audiovisual and information technology support
- Topic and speaker identification
- Site location research
- Reservation of facilities
- On-site meeting and registration support
- Editorial services
- Automation and telecommunications support
- Design and editing productions
- Mailing and other communication with attendees, including pre- and post-meeting mailing, travel support and computer database creation

## COMMERCIAL ART & GRAPHIC DESIGN

Services may include, but are not limited to:

- Developing conceptual design and layouts
- Copywriting and technical writing
- Creating sketches, drawings, publication designs and typographic layouts
- Furnishing custom or stock artwork (including electronic artwork)

# ORDERING AND BUDGET TIPS

**Our CMAS Contract is classified as Non-Information Technology Services aka “Non-IT Services.”**  
You may choose RS&E as a best value vendor for your needs, not restricted to low cost.

## ORDERS UNDER \$5,000

Only one vendor offer is required if the state agency can establish and document that the price is fair and reasonable.

## ORDERS FOR \$50,000 OR UNDER

Does not require DGS approval.

## ORDERS OVER \$50,000

The statement of work and purchase order must be approved by DGS Procurement Division.

## MAXIMUM ORDER

\$250,000

## MULTIPLE ORDERS

Agencies entering into more than one non-IT consulting services contract with us within a 12-month period for an aggregate amount of \$12,500 or more must have each contract approved by the DGS, Office of Legal Services.

## COMPETITIVE BIDDING

Transactions are subject to the following requirements:

- State agencies must solicit a minimum of three contractors, including one small business and/or DVBE (if available) and document responses. This is not a bid transaction so small business preference, protest language, intents to award, evaluation criteria, advertising, etc. are not applicable.
- If less than three offers are received, state agencies must document their files with the reasons why the other suppliers solicited did not respond with an offer.
- If only one source is known (competing offers cannot be obtained), the non-competitive bid (NCB) contract process must be followed. See the latest management memo (currently MM 03-10, including supplements), or whichever one is in effect at the time a purchase order is issued, for NCB guidelines. Exceptions to NCB process are also addressed in MM 03-10.
- Evaluation and award may be based on best value, as applicable and not restricted to lowest cost.

## FOR MORE INFORMATION

See [www.pd.dgs.ca.gov/cmas](http://www.pd.dgs.ca.gov/cmas)  
DGS / CMAS Representatives  
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