



Department of Administration  
 Purchasing Division  
 2019 Washington Street East  
 Post Office Box 50130  
 Charleston, WV 25305-0130

# State of West Virginia Delivery Order

Order Date: 08-11-2022

CORRECT ORDER NUMBER MUST APPEAR  
 ON ALL PACKAGES, INVOICES, AND  
 SHIPPING PAPERS. QUESTIONS  
 CONCERNING THIS ORDER SHOULD BE  
 DIRECTED TO THE DEPARTMENT  
 CONTACT.

Order Number:	CDO 0506 2888 BBH2300000001 1	Procurement Folder:	1083715
Document Name:	Work Order for Manahan Group LLC	Reason for Modification:	
Document Description:	Work Order for SOR Opioid Stigma Reduction campaign		
Procurement Type:	Central Delivery Order		
Buyer Name:	Crystal G Husted		
Telephone:	(304) 558-2402		
Email:	crystal.g.husted@wv.gov		
Shipping Method:	Best Way	Master Agreement Number:	CMA 0506 HHR2200000001 1
Free on Board:	FOB Dest, Freight Prepaid		

VENDOR		DEPARTMENT CONTACT		
Vendor Customer Code:	000000109305	Requestor Name:	Mark S Fox	
THE MANAHAN GROUP LLC 222 CAPITOL ST STE 400		Requestor Phone:	(304) 356-4088	
CHARLESTON WV 25301		Requestor Email:	mark.s.fox@wv.gov	
US		<div style="text-align: center; font-size: 2em; font-weight: bold;">23</div> <b>FILE LOCATION</b> _____		
Vendor Contact Phone:	999-999-9999			Extension:
Discount Details:				
#1	No	0.0000	0	
#2	No			
#3	No			
#4	No			

INVOICE TO	SHIP TO
PURCHASING AGENT - 304-356-4802 HEALTH AND HUMAN RESOURCES BBH/HF 350 CAPITOL ST, RM 350 CHARLESTON WV 25301-3702 US	PURCHASING AGENT - 304-356-4802 HEALTH AND HUMAN RESOURCES BBH/HF 350 CAPITOL ST, RM 350 CHARLESTON WV 25301-3702 US

Total Order Amount:	\$999,975.00
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*CA 8/12/22*

PURCHASING DIVISION AUTHORIZATION DATE: <i>Tara 8/12/2022</i> ELECTRONIC SIGNATURE ON FILE
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ENTERED

ENCUMBRANCE CERTIFICATION DATE: <i>8/15/2022</i> ELECTRONIC SIGNATURE ON FILE
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**Extended Description:**

Program design for behavior change strategies, Deployment of social marketing tactics, production associated with campaign tactics, campaign optimization and reporting, Media placement costs, Processing and management of invoices. Cards of Hope and encouragement program, tagged CDC videos for website, Tagged CDC spots for media placement, Design of supporting creative assets to CDC videos for use across digital and radio platforms, hern reduction video for website, production of long format videos for website, website updates.

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
1	82101800	20.00000	HOUR	\$105.0000	\$2,100.00
<b>Service From</b>	<b>Service To</b>	<b>Manufacturer</b>		<b>Model No</b>	<b>Delivery Date</b>
2022-08-19	2022-09-29				

**Commodity Line Description:** Contract Administration/Consultation

**Extended Description:**

Contract Administration/Consultation

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
2	82101800	300.00000	HOUR	\$105.0000	\$31,500.00
<b>Service From</b>	<b>Service To</b>	<b>Manufacturer</b>		<b>Model No</b>	<b>Delivery Date</b>
2022-08-19	2022-09-29				

**Commodity Line Description:** Account Services

**Extended Description:**

Account Services

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
3	82101800	175.00000	HOUR	\$105.0000	\$18,375.00
<b>Service From</b>	<b>Service To</b>	<b>Manufacturer</b>		<b>Model No</b>	<b>Delivery Date</b>
2022-08-19	2022-09-29				

**Commodity Line Description:** Media Buys

**Extended Description:**

Media Buys

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
4	82101800	0.00000		\$0.0000	\$948,000.00
<b>Service From</b>	<b>Service To</b>	<b>Manufacturer</b>		<b>Model No</b>	<b>Delivery Date</b>
2022-08-19	2022-09-29				

**Commodity Line Description:** Media Buying Add-On

**Extended Description:**

Percentage Add-On for Media Buying = 5%

Add on Multiplier: 1.05



STATE OF WEST VIRGINIA  
DEPARTMENT OF HEALTH AND HUMAN RESOURCES  
Bureau for Behavioral Health

Bill J. Crouch  
Cabinet Secretary

350 Capitol Street, Room 350  
Charleston, West Virginia 25301-3702  
Telephone: (304) 352-5548 Fax: (304) 558-1008

Christina R. Mullins  
Commissioner

July 01, 2022

Althea Greenhowe  
DHHR Purchasing  
One Davis Square  
Charleston, WV 25301

RE: Agency Justification

The U.S. Substance Abuse and Mental Health Services Administration (SAMHSA) awarded grant funding to the State of West Virginia to assist with treatment for individuals with substance use disorder. The WVDHHR Bureau for Behavioral Health State Opioid Response (SOR) Grant Program administers the funding through grants to partners throughout the state.

The Manahan Group LLC will work with representatives from SOR Grant Program to expend those dollars. Stigma stops recovery and is all too common in our society. There are many ways to stop the cycle of stigma in WV. Awareness and education are key. This stigma reduction campaign will address both with an advertising campaign.

If you should have any questions, please contact me at 304-352-5624 [Stacey.Tully@wv.gov](mailto:Stacey.Tully@wv.gov).

Thank You

A handwritten signature in black ink, appearing to read "S. M. Tully".

Stacey M. Tully

Purchasing

Bureau for Behavioral Health

Ok

A handwritten signature in black ink, appearing to read "Althea Greenhowe".



**THE MANAHAN GROUP LLC**

222 CAPITOL STREET, STE 500 / CHARLESTON, WV 25301  
P: 304.343.2800 / F: 304.343.2788 / MANAHANGROUP.COM

**Timeframe:**

August 19, 2022 – September 29, 2022 *(The Manahan Group LLC will honor the terms, conditions and pricing past the expiration date of the master agreement for this work order.)*

**Estimated Labor and Costs:**

The Manahan Group LLC will need a total of 495 labor hours to help create, plan and coordinate the campaign elements for this project. Per the terms of CMA 0506 0506 HHR220000001 1, the breakdown of hours between commodity line items is as follows:

<b>Commodity Line Description</b>	<b># Hours</b>	<b>Rate</b>	<b>Total</b>
Contract Admin/Consultation	20.00	\$ 105.00	\$ 2,100.00
Account Services	300.00	\$ 105.00	\$ 31,500.00
Media Buys	175.00	\$ 105.00	\$ 18,375.00

*Total Labor: \$51,975.00*

**Estimated Production and Outside Costs:**

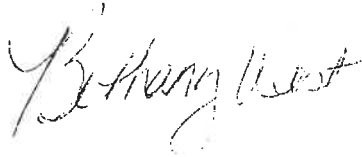
The Manahan Group LLC will coordinate production and place media on behalf of WVDHHR and the SOR Program. Production under this Statement of Work includes scripting, casting, location scouting, and deposits required for scheduling of production of audio, video, photography services. Per the terms of CMA 0506 0506 HHR220000001 1, all outside costs are billed under commodity line item "Media Buying Add-on".

<b>Commodity Line Description</b>	<b>Outside Costs</b>	<b>Total</b>
Media Buying Add-On	Production – Greeting Cards	\$ 100,000.00
Media Buying Add-On	Miscellaneous	\$ 10,000.00
Media Buying Add-On	Digital, Outdoor, Television, Radio & Pharmacy Ad Placements (Net)	\$ 796,100.00
Media Buying Add-On	5% Mark-up on Media Placements	\$ 41,900.00

*Total Outside Costs: \$948,000.00*

**WORK ORDER TOTAL: \$999,975.00**

**Submitted by:**

A handwritten signature in cursive script that reads "Bethany West".

**Bethany West**

**The Manahan Group LLC**

Ok

A handwritten signature in cursive script that reads "Althea Greenhow".

Service		All-Inclusive Hourly Rate	
Contract Administration, Consultation, Planning		\$105.00	
Account Services		\$105.00	
Video Production		\$20.00	
Radio, TV, Cable Platform		\$20.00	
Outdoor Advertising		\$20.00	
Media Buys		\$105.00	
Print Media		\$20.00	
Research, Survey, Analysis, Evaluation		\$20.00	
Design and Copy		\$105.00	
Website Design		\$75.00	
Data Acceptance and Transfer		\$0.00	

All vendors responding to this RFP must provide a percentage of add-on or "markup" for media buying activities if the vendor will charge the agency an add-on to the actual costs for media buys. Vendors not intending to charge an add-on will use an add-on percentage of Zero (0) with a multiplier of 1.0. If a vendor fails to provide an add-on percentage, it will be interpreted as no add-on for media buys during the life of the contract.

**ADD-ON FOR MEDIA BUYS PERCENTAGE** 5.0%

Multiplier (Convert percentage to a decimal and add to 1) (For example, 10% would be .10 making the multiplier 1.10) \$2,750,000 is the amount of estimated media buys.

**-See Next Page**

1.05

Media Buys Add-on

**The Manahan Group LLC**  
Vendor

By: **George B. Manahan**

Title: **CEO**

Date: **10/7/2021**

Address:

**222 Capitol Street STE 400**

**Charleston, WV 25301**

Business Phone Number: **304-343-2800**

Email: **gmanahan@manahangroup.com**

Authorized Signature:  **10/7/2021**



## THE MANAHAN GROUP LLC

222 CAPITOL STREET, STE 500 / CHARLESTON, WV 25301  
P: 304.343.2800 / F: 304.343.2788 / MANAHANGROUP.COM

To: Margaret Underwood, Marsha Dadisman & Lydia Saad  
SOR Opioid Stigma Reduction Program, WVDHHR

From: Bethany West  
The Manahan Group LLC

RE: Work Order for SOR Opioid Stigma Reduction Campaign Implementation, 2022

Date: 6/23/22

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### **Statement of Work to be Performed:**

The U.S. Substance Abuse and Mental Health Services Administration (SAMHSA) awarded grant funding to the State of West Virginia to assist with treatment for individuals with Substance Use Disorder. The WVDHHR Bureau for Behavioral Health State Opioid Response (SOR) Grant Program administers the funding through grants to partners throughout the state. The Manahan Group LLC will work with representatives from SOR Grant Program to expend those dollars.

Stigma stops recovery and is all too common in our society. There are many ways to stop the cycle of stigma in WV. Awareness and education are key. This stigma reduction campaign will address both.

Under this Statement of Work, The Manahan Group, LLC will begin the campaign implementation process for this effort. Much of the planning such as research on the audience of focus, behavior change models, key points of entry for this population, creating the strategy for reaching this audience, etc. was performed under an existing ADO. This will include, but is not limited to the following:

### Services

- Program Design for Behavior Change Strategies
- Deployment of Social Marketing Tactics
- Production Associated with Campaign Tactics
- Campaign Optimization & Reporting
- Media Placement Costs
- Processing & Management of Invoices



Deliverables

- Cards of Hope & Encouragement Program
- Tagged CDC video(s) for website
- Tagged CDC spots for media placement
- Design of supporting creative assets to CDC videos for use across digital and radio platforms.
- Harm Reduction Video for website
- Production of long format videos for website
- Website updates

**Schedule:**

<b>Action</b>	<b>By</b>	<b>Timing</b>
Artist Packets Distributed - <i>Cards of Hope &amp; Encouragement</i>	SOR/TMG	By June 22, 2022
Harm Reduction Video - Storyboards Revisions from SOR	SOR	By June 22, 2022
Harm Reduction Video - Storyboards Submitted for Review	TMG	By June 27, 2022
Artist Submissions Due - <i>Cards of Hope &amp; Encouragement</i>	TMG	By June 30, 2022
Implementation SoW to Purchasing	SOR	By July 1, 2022
Finalize Plans with Video Production Team	TMG	By July 6, 2022
TMG // SOR to Review Submissions - <i>Cards of Hope &amp; Encouragement</i>	TMG/SOR	By July 6, 2022
Final Harm Reduction Video Client Approval	TMG	By July 8, 2022
Submissions to Review Panel - <i>Cards of Hope &amp; Encouragement</i>	TMG	By July 8, 2022
CDC TV Spots End tagged	TMG	By July 13, 2022
Meeting with Review Panel	TMG	By July 13, 2022
Cards of Hope & Encouragement laid out and to vendor	TMG	By July 15, 2022
Final media buy to client for review	TMG	By July 20, 2022
Additional Creative Elements to client for review	TMG	By July 22, 2022
Final Vendor Quote (based on # of designs selected)	TMG	By July 22, 2022
Paid Media Placed (Flight Dates 7/18/22 - 9/28/22)	TMG	By July 22, 2022
Record Long Format Videos	TMG	By August 15, 2022
Rough Cuts Long Format Videos – to SOR for Review	TMG	By September 2, 2022
Ship/Distribute Cards of Hope & Encouragement materials	TMG	By September 2, 2022
Client edits to Long Format Videos	TMG	By September 2, 2022
Final Long Format Videos for approval	SOR	By September 7, 2022
All Website updates complete	TMG	By September 15, 2022
Campaign Post Analysis Report	TMG	By October 31, 2022