

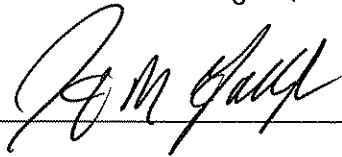
**RFP NUMBER:
EDD304896 - Advertising Services**

Charles Ryan Associates LLC

300 Summers Street
Suite 1100
Charleston, WV 25301

Phone: 304.342.0161

Contact: Patrick M. Gallagher, *CEO & President*



December 10, 2008

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PURCHASING DIVISION
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4.1 a Section I – Vendor Capacity

Firm Overview

Founded in 1974, Charles Ryan Associates, LLC (CRA) is one of the oldest and largest integrated marketing communications firms in the Mid-Atlantic region. We specialize in advertising, public relations, interactive services, crisis communications, litigation communications, government relations and public opinion research.

An independently owned limited liability corporation, CRA is head-quartered in Charleston, West Virginia and has full-service offices in Morgantown, West Virginia and Richmond, Virginia. In 2007, the firm had an approximate annual billing of \$25 million.

Our veteran staff of 55 has more than 200 years of experience in more than 35 states and several foreign countries assisting some of the most recognizable names in corporate America. Our client base includes non-profit organizations, state agencies and Fortune 500 companies. We take exceptional pride in our clients' successes and our above industry average client and employee retention rates. Currently, CRA has nearly 100 clients, and as of our December 8, 2008 financial statement, our top five clients are:

1. PATH (AEP/Allegheny Energy)
2. West Virginia Lottery
3. Brickstreet Insurance
4. West Virginia Division of Tourism
5. West Virginia Development Office



Capabilities Overview

Our integrated communications team, composed of public relations, advertising and interactive experts, operates on the belief that an effective campaign is rooted in a sound understanding of the client issues, community reactions and creative problem solving. A process has been borne out of our experiences and successes, which allows us to tailor specific communications plans for each unique client issue. The key is being an integration and cross-specialization of services, tailored to our clients specific needs.

The evolution of technology has fundamentally transformed the nature of the communications business, providing an update for traditional strategies with innovative tactics to maximize effectiveness.

Experienced account service members, award-winning creative artists and seasoned media planners and buyers work together to create campaigns by immersing themselves in our clients' cultures, pulling from research and emerging industry trends and always expecting the unexpected. Throughout the entire process of a campaign, all team members are watching for desired results, evaluating chosen tactics and ensuring that the strategy is moving along as it should.

Our work experience is wide-ranging: utilities, energy, tourism, technology, telecommunications, financial services, retail, health care, education, transportation, mineral production, the arts, litigation, labor relations, government and manufacturing, among others.

We create and implement strategies that help our various clients communicate with their many audiences. We work with retail clients to expand market share. We work with tourism clients to increase exposure and drive visitors to a destination. We help our clients in a crisis dramatically change their image from negative to positive when they face "bad press" or just need to communicate a complex subject to the public in everyday language. We guide our clients as they communicate their messages to members of the public, elected officials, and media representatives, among other groups. Sometimes that requires a major advertising effort and other times, grassroots organization; sometimes, it requires both.

We will approach this project with one goal in mind - achieving unmatched results while providing the best-possible client service. Once we develop our initial strategy for the 21st Century Learning and Teaching Program and begin executing our communications plan, we will:

- conduct weekly conference calls with client representatives to report on our progress;
- obtain client feedback and guidance on specific project initiatives and tasks;
- review our strategy and make appropriate adjustments moving forward; and
- prepare conference reports following each meeting outlining the next objectives and milestones and document progress to date.



Staff Overview

We approach every project as a cohesive team. In our history, we have refined the art of bringing together different schools of thought into one team, one mind-set. We merge creativity with reality – and trust us, it works unbelievably well! Our clients benefit from it every day.

To give credit where credit is due, we owe much of our success over the past three decades to our 55 passionate and technically savvy people who come to work in order to make the jobs of our clients a little easier and who do what it takes to create fantastic work with proven results.

For the West Virginia Department of Education, we have assembled a superior team which has collectively created and implemented public issues campaigns and developed marketing communications plans for many of our most notable clients. Please keep in mind we have a number of additional dedicated staff members who will be available throughout the duration of the project on an as-needed basis.

Aly Goodwin Gregg

Senior Vice President

Aly Goodwin Gregg is an expert in business development and account management. With a diverse background, including agency work, staff positions on Capitol Hill, public relations manager for The Greenbrier and publicist work for people such as former Prisoner of War Jessica Lynch and Sago Mine disaster survivor Randy McCloy, Aly's ability to craft a strategic communications plan is unmatched.

Rick Mogielski

Vice President & Creative Director

As creative director and manager of the creative staff, Rick oversees and has led the creative team on hundreds of award winning projects. His insight into creative strategy and consumer perception provides a unique approach to the creative product and his creative strengths have allowed him to work on several high-profiled public issues accounts during his 20 years at CRA. The trail of successes that follows him is a testament to the level of creative problem solving he provides. Rick takes the creative process from concepting to strategy to final development and works with the entire team to make sure all details are crafted in just the right way to deliver the most effective messages.

Michelle Merritt

Media Director

Michelle Merritt is in the growing business. Calling upon her vast knowledge of market research, trend analysis and customer-driven business solutions, she provides clients solid media strategies to grow their businesses. She oversees the firm's multi-million dollar media department, and her steadfast and analytical



approach continually derives new and innovative ways to help clients reach their desired targets. Her skills allow her to assist clients to capture consumer attention and leverage existing dollars through traditional and non-traditional channels to increase market share.

Bethany Ross

Account Executive

As a key member of the CRA team, Bethany has worked on statewide campaigns through heated political landscapes, and has provided clients with strategic counsel when facing daunting public criticism. She understands how to work with media outlets to deliver messages to intended targets and how to attract media attention to the client's issues when needed. Bethany is an expert in stakeholder development, media relations and public awareness campaigns.

Scott Castleman

Account Coordinator

Scott is the go-to guy as he supports day-to-day activities for both clients and co-workers. He assists account staff on daily functions such as client relations, scheduling, coordinating with the creative and public relations teams, etc. He works to keep projects on-track, maintain positive workflow and keep all parties informed. Scott assists the team with his solid work ethic and attention to detail.

Matthew Sutton

Manager of Strategy/Research

Matthew handles in-house research for CRA and works as a consultant with outside research vendors. He helps clients with strategic and campaign planning. His research experience includes marketing and opinion research for diverse client categories and his background includes both qualitative and quantitative research assignments with business-to-consumer and business-to-business audiences.



4.1 b Section II – Professional Advertising and Marketing

With more than 30 years of experience developing award-winning marketing plans for our clients, CRA has created and implemented countless campaigns that not only look great, but more importantly, deliver results. Take a look at some of our recent successes.

West Virginia Division of Tourism – West Virginia is Calling

Contact:

Betty Carver
Commissioner
90 MacCorkle Ave. SW
South Charleston, WV 25303
304.558.2200, ext. 345
bcarver@wvtourism.com

Project Timeline 2007

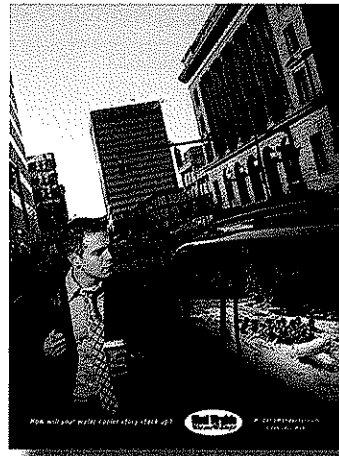
Situation

When Charles Ryan Associates (CRA) and the West Virginia Division of Tourism began devising a strategy for the 2006–2007 year, an interesting challenge presented itself. How do we keep the successful and beloved West Virginia, Wild and Wonderful brand, but reposition it with a fresh, exciting approach? How do we invigorate the brand without losing the identity that brings in leads and site traffic?

The answer was the West Virginia is Calling campaign. As the budgets of competing states continue to grow, it's important for us to leverage our money to get the best return on investment. Therefore, CRA decided to separate the branding and lead generation components of this new campaign, thus allowing each effort to be even more effective.

Strategy

The goal of the campaign was to position the state at the top of potential travelers' lists when they start thinking that they need an escape. The entire message of the campaign was based on reaching overworked, overscheduled people with busy lives, and transporting them in their minds to an invigorating escape to West Virginia. The imagery and messaging of the television spots, print ads and an online landing page target the emotional desire of travel with the target audiences.



The traditional and interactive advertising was created to generate mystery, intrigue and brand awareness. All creative drove traffic to www.WVisCalling.com, where we promoted the Answer the Call contest. This was a user-generated video contest, in which people could upload videos they shot on a recent trip to West Virginia for a chance to win a 2008 Toyota Camry Hybrid. CRA pitched the idea and negotiated the terms for Toyota's sponsorship, and also developed an administrative system that allowed the senior staff at West Virginia Tourism to review and approve videos for posting on the site.



Results

Feedback from the campaign was overwhelming. Emails, voicemails and comments from travelers, West Virginia residents and even senior government officials flooded in with positive reactions. A true branding campaign focuses on creating recognition and positive brand association, so it can be difficult to quantify success. The campaign generated nearly 4 million impressions through traditional and interactive advertising. The primary method of tracking we used for the position portion of the campaign was traffic to the landing page. More than 200,000 users have visited www.WVisCalling.com, and nearly 1,000 of them have signed up to receive more information. We received more than 100 user-generated videos from visitors who came to West Virginia from as far away as Wyoming.

Virginia Tourism Corporation – 400th Anniversary of Jamestown

Contact:

Diane Bechamps
Marketing & Promotions
Virginia Tourism Corporation
901 East Byrd Street
Richmond, VA 23219
804.545.5542
dbechamps@virginia.org

Project Timeline 2005 - 2007

Situation

The Virginia Tourism Corporation (VTC) wanted to do something different to market the 400th Anniversary of Jamestown, the first place European settlers landed when they came to America in 1607. With the anniversary approaching,



VTC wanted to bring tourists to the area, but not by portraying Jamestown like a typical 'historic location.'

VTC chose Charles Ryan Associates (CRA) to develop a marketing campaign that would:

- Educate consumers on the importance of Jamestown.
- Get consumers excited about the celebration in 2007.
- Increase visitors to the state of Virginia.

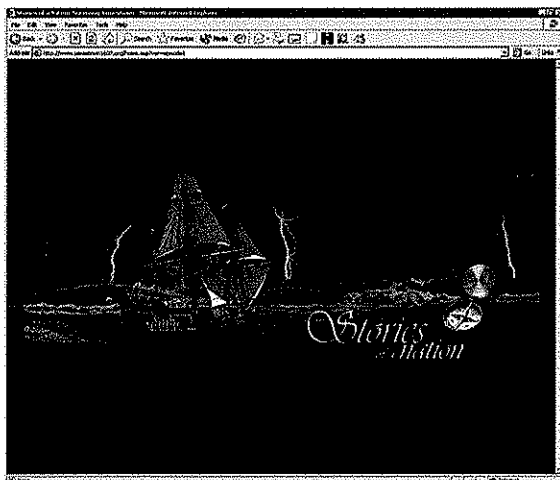
Strategy

First, we developed an online strategy to accomplish these goals. The plan outlined an online cinematic story, using high-end animation, story-telling and a Hollywood-style script. The strategy was to put modern excitement into a historical concept. We designed, wrote, developed and executed several mini-series stories, all telling a perspective of this historic place.

CRA worked with the VTC team to develop a landing site where these stories could be read. At the site, visitors could interact with the story while signing up to be kept informed of future releases. By engaging the visitor in an unexpected way, we were able to build a database and keep visitors coming back for more as we unveiled them in a series.

Check out the sites:

- Trailer/Teaser: Stories of a Nation – Could you have survived?
<http://www.jamestown1607.org/storiesnation.asp?ver=voyage>
- Episode I: The Starving Time
<http://www.jamestown1607.org/storiesnation.asp?ver=episode1>
- Episode II: Virginia's Indian Tribes
<http://www.jamestown1607.org/storiesnation.asp?ver=episode2>



Results

Almost a half a million visitors viewed Stories of a Nation, and 48,000 of them signed up to receive more information about traveling to Virginia. In addition, the materials were used in classrooms across the state to educate children on Jamestown and to bring history to life. The response from both children and teachers was amazing. Stories of a Nation soon became the centerpiece of the overall campaign marketing the Jamestown Anniversary.



The state-run Jamestown Settlement living-history museum's paid attendance is up 62 percent through last month with 609,006 visitors. Historic Jamestown's overall visitation stands at 359,627 guests, a 49 percent jump over last year's total for the same period.

Marshall University - Scholarships Campaign

Contact:

Bill Bissett
Chief of Staff / Senior Vice President for Communications
One John Marshall Drive
Huntington, WV 25755
304.696.6713
bissett1@marshall.edu

Project Timeline 2006-2007

Situation

With increased awareness and heightened attention of Marshall University due to the upcoming release of the Warner Brothers Pictures film "We Are Marshall," Marshall University turned to Charles Ryan Associates (CRA) with the goal of increasing application submissions for enrollment by specifically targeting students who are eligible for the University's Border State and Legacy Scholarship programs. These are two relatively new scholarships created by Marshall University, and CRA wanted to maximize the exposure the University would receive as a direct result of the movie. Marshall's Border State Scholarship is an academic scholarship program that eases the financial burden of pursuing a bachelor's degree for high school seniors in Kentucky, Ohio, Pennsylvania, Maryland and Virginia. The Legacy Alumni Tuition Program offers non-resident children and grandchildren of Marshall University alumni nationwide a more cost-effective undergraduate tuition plan so they can carry on the Marshall



University legacy that their families have begun. CRA saw this as an opportunity to greatly enhance Marshall's recruitment and scholarship communications.

Strategy

CRA set out to create and implement a specific communications plan to reach the targeted audiences for this particular effort -- rising high school seniors in specific geographic locations as well as students nationwide who had family members who were University alumni.

Focus group results that had been previously conducted for an all-encompassing branding effort CRA was additionally planning for the University showed that youth were receptive to reading recruitment materials in several formats, including direct mail addressed specifically to them as well as site-specific online marketing.

Armed with this information, CRA targeted popular, highly used social communications tools and Web sites that teens across the country can't seem to go one day without using -- AOL's Instant Messaging Buddy List, aim.com, and bered.com. After developing three online advertisements with the combination of simple yet effective messaging and attention-grabbing design, CRA placed these and waited for users of these sites and tools to point and click. Additionally, CRA created two specific brochures for direct mail pieces to explain these two scholarship opportunities that are available to them. CRA also developed direct mail postcards to promote the Border State Scholarship specifically. These direct mail pieces were targeted to students in nearby cities including Richmond, Va., Hampton Roads, Va., Pittsburgh, Pa., Charlotte, N.C., Atlanta, Ga., and Baltimore, Md.



Results

As the goal of this effort was to heighten awareness of Marshall University, specifically for these two scholarship programs, the campaign was highly successful. From the online media alone, more than 16 million impressions were garnered. The targeted demographic was engaged by the ads. In fact, 15 percent of teens were so interested they visited www.marshall.edu for more information just from those ads alone.

Between the online paid media and the direct mail pieces, Marshall saw the number of scholarship applications sky rocket. Specifically for the Border States Scholarship, the University experienced a 20 percent increase in applicants from the 2007-2008 academic year to the 2008-2009 academic year. The Legacy Scholarship garnered a 35 percent increase in applications.

Chesapeake Energy Corporation – Eastern Regional Headquarters

Contact:

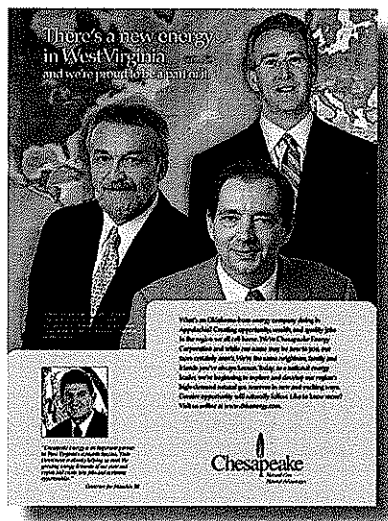
F. Scott Rotruck
Director of Corporate Development
900 Pennsylvania Avenue
Charleston, WV 25302
304.353.5058
srotruck@chkenergy.com

Project Timeline 2005-2006

Situation

Though it is the second largest independent producer of natural gas and the most active driller of new oil and gas wells in the United States, until last year, Chesapeake Energy only had a presence in the Mid-Continent region – Oklahoma, Arkansas, Kansas and the Texas Panhandle. In November 2005, Chesapeake purchased Columbia Natural Resources (CNR) in Charleston, West Virginia for \$3.02 billion in cash and assumed liabilities.

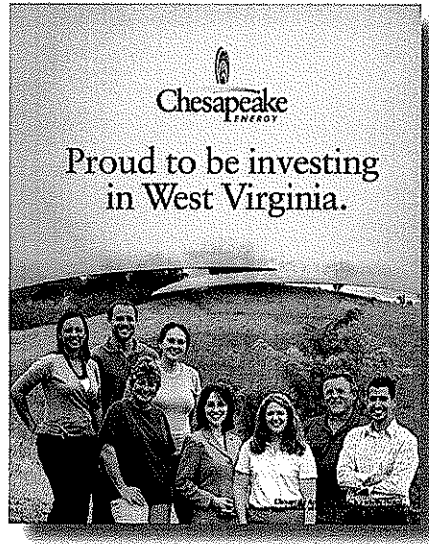
Chesapeake looked to Charles Ryan Associates (CRA) for help transforming its newest acquisition into its eastern regional headquarters. It was a big challenge, but with CRA's excellent public and government relations teams, we were up to it.



Strategy

We began by holding a 'Welcome to the State' news conference, which included representatives from Chesapeake, the governor of West Virginia, CEOs and business leaders from around the state, as well as various media outlets. This gave Chesapeake the opportunity to start developing important relationships with the big players in state business.

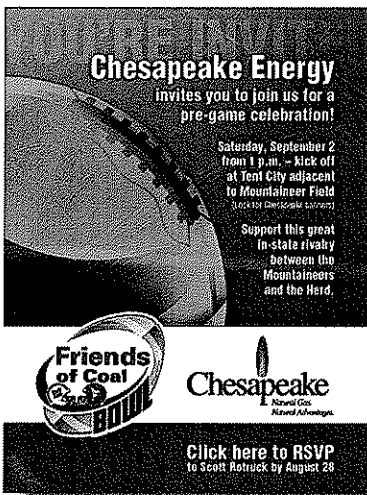
From there, CRA arranged a tour for representatives of Chesapeake to meet with legislators and other decision makers from around the state. Creating relationships with businesses and government members throughout the region was a primary goal for Chesapeake.



CRA didn't stop at utilizing its connections to introduce Chesapeake to the state.

We also:

- Provided guidance and media assistance for philanthropic activities and donations.
- Coordinated large-scale media efforts and coordinate speaking engagements for Chesapeake representatives.
- Organized crisis prevention and management presentations for Chesapeake representatives.
- Placed newspaper advertisements that displayed a letter to the people of West Virginia from Chesapeake, thanking them for the warm reception.
- Provided government relations for the company during their first legislative session in the state.



Results

CRA's efforts to introduce Chesapeake Energy Corporation into the region have been extremely successful. The public has shown great support, and when West Virginia University played University of Oklahoma in basketball, West Virginia Governor Joe Manchin traveled to Oklahoma City to tour Chesapeake's main headquarters. The company's CEO has even been invited to speak at the annual West Virginia Leadership Conference. In addition,



Chesapeake has tasked CRA with its public and media relations in West Virginia, as well as the company's entry into other states.

Tri-State Racetrack & Gaming Center – Vote Yes Campaign

Contact:

Cathy Brackbill (former General Manager at Tri-State Racetrack & Gaming Center)
132 Windmere Drive
Scott Depot, WV 25560
304.546.3505
cjbrackbill@gmail.com

Project Timeline 2007

Situation

During the 2007 legislative session, the West Virginia State Legislature and Governor Joe Manchin approved a table games bill permitting county-wide elections in West Virginia's four racetrack counties: Hancock, Jefferson, Kanawha and Ohio. These elections would allow residents in each county to determine whether table games would be approved at the tracks in their communities.

Upon passage of this bill, Tri-State Racetrack & Gaming Center partnered with Charles Ryan Associates (CRA) to lead an election campaign to inform and educate Kanawha County residents about the upcoming referendum. It was critical that registered voters were aware the election date was set for June 9, and also understood the benefits of "voting yes," as this new addition at Tri-State Racetrack & Gaming Center would bring jobs, economic growth and additional funding to support emergency and medical services within the county.

From management, to accounting to hotel services, many types of jobs will be available for area residents!

Cathy Brackbill
General Manager,
Tri-State Racetrack
& Gaming Center

**WE'RE LOOKING FORWARD TO OFFERING
1000 GOOD-PAYING JOBS IN KANAWHA COUNTY**

VOTE YES FOR KANAWHA COUNTY
www.voteyesaugust11.com

With the approval of table games, we stand committed to developing a destination resort that will create 1000 new West Virginia jobs. These 1000 good-paying, permanent jobs with benefits will offer career opportunities in management, accounting, hotel services, security, gaming services and more. These 1000 jobs together will indirectly jobs will benefit you, your friends and neighbors and add to the economic growth of Kanawha County. Your "yes" vote on August 11 can make these jobs and the economic growth a reality.

THIS DESTINATION RESORT WILL EMPLOY AREA RESIDENTS IN PERMANENT POSITIONS SUCH AS:

MANAGEMENT	SURVEILLANCE
EVENT COORDINATORS	GAMING SERVICES
ACCOUNTING	GROUP SALES
MARKETING	FOOD AND BEVERAGE
HOTEL SERVICES	RETAIL
ELECTRICIANS	MAINTENANCE
SECURITY	...AND MANY OTHERS.

VOTE YES AUGUST 11TH



This was a major undertaking that started in April 2007 and concluded in September 2007. This controversial issue and election was met with vocal opposition from special-interest groups from across the state, making informing the public an even greater challenge.

Strategy

In April, the campaign efforts began with research. A phone survey polling Kanawha County residents was launched to establish a baseline of opinions regarding Tri-State and feelings toward table games. Upon completion of the phone survey, the creative team at CRA developed concepts for television and print advertisements. These concepts, along with direct mail piece designs, were tested through four focus groups.

In May, CRA refined the advertising concepts and presented them to a second round of focus groups for feedback. The feedback received during these focus groups was used to finalize the television, print and radio advertisements, as well as the direct mail pieces. The ads communicated several ideas about Tri-State: 1. It is committed to the community. 2. It offers long-term careers with benefits. 3. The addition of table games will increase jobs and economic development in the region. These advertisements ran throughout May and June.

During the month of May, the election date was moved from June 9 to August 11, due to a filing error within the Kanawha County Court House. Until this point, the campaign efforts were driving voters to the polls June 9. When this change was announced, CRA and Tri-State had to step back and develop new plans, including all new print, radio and television advertisements, to educate the voters about the changed election date.

In July, CRA developed additional television, radio, print and outdoor advertising to support a direct mail campaign. The effort focused on combating any misinformation about the addition of table games that was generated by opposition groups. The advertisements also communicated the number of businesses, civic and community organizations that publicly announced their support of this referendum.

To complement the paid advertising effort, an extensive media relations campaign was launched that started with media training and message development for campaign spokespersons. Throughout the campaign, the team's media relations efforts involved interviews with local media outlets, editorial visits, televised debates and a weekly segment airing every Friday between April and August on the local ABC affiliate. Several media tours were executed and press kits were tailored to each new announcement or message. In addition, CRA coordinated interviews for both Tri-State representatives and local elected officials on Charleston's talk radio shows. Letters to the editor ran almost daily in local



papers, as well as opinion editorial pieces. A group of supporters regularly called the daily newspaper's "vent line" to express their support of the issue. Weekly rallies were conducted at various locations throughout the campaign. Collateral pieces including yard signs, brochures, t-shirts and banners were designed and distributed. Supporters were scheduled to address local Chambers of Commerce, Lions Clubs, Rotaries and other civic groups through a speakers' bureau.

Results

Voter turnout exceeded expectations, with more than 45,000 voters casting ballots. In August 2007, the residents of Kanawha County passed the referendum permitting Tri-State to add a host of new amenities and services to its roster, making it more attractive to in-state and out-of-state tourists, while providing 1,000 new jobs and contributing a significant economic boost to the region.

Now, Tri-State Racetrack & Gaming Center is planning for the construction of a multi-million dollar expansion of its facility. With the passage of the referendum, Kanawha County will have a new destination resort with a hotel, event and entertainment complex, luxury spa, restaurants, boutique shops, additional gaming areas, pools and convention facilities. The addition of these amenities will require the recruitment, training and hiring of nearly 1,000 new employees. CRA is currently engaged to assist with this employee recruitment effort. The effort will focus on a multi-county public education campaign, utilizing traditional forms of employee recruitment, such as job fairs and paid advertising, as well as specialized tactics including media tours and special events.



Strategic Planning

Though our work samples and case studies effectively demonstrate our successes and aptitude for results, a program like the 21st Century Learning and Teaching Program will often require demonstrated specialization and expertise. For that reason, it is important to specifically outline our capabilities as it correlates with the scope of work for this project. Below you will find a breakdown of our capacity by specific practice area.

Advertising

CRA has been developing and implementing innovative advertising campaigns for more than 30 years. Our staff includes experts in strategy development, media planning and buying, creative, marketing, account management, copywriting, research, client relations and many other areas. Our client base includes companies of all sizes, including Fortune 500 companies, non-profit organizations and government/state agencies, and our experience extends far beyond television and radio ads to include some of the most cutting-edge non-traditional forms of advertising that are being used in today's marketing. CRA's advertising services are wide-ranging and include:

- Brand and logo development
- Creative concepting/copywriting
- Research
- Television (:15, :30 and :60 commercials)
- Radio (:30 and :60 commercials)
- Print production (newspaper, magazines, inserts)
- Collateral material (direct mail, brochures, programs, annual reports, newsletters, posters, business cards)
- Signage (permanent, banners)
- Outdoor (billboards, bus wraps)
- Specialty/promotional items (pens, bags, t-shirts, hats, umbrellas)

Interactive

As the recently released results of the Digital Youth Project demonstrated in its three-year study of teens in the U.S. and their use of digital media, it is quickly becoming a requirement to focus and gear communications strategies to the electronic media industry. Our award-winning team is on the cutting-edge of technology to provide Web site design and development, strategic online planning, internet marketing and database management. We merge these tactics with our more traditional advertising and public relations services to give clients the strategic competitive advantage needed to succeed in today's electronically connected world. With a focus on technology, design and communications, we provide unique solutions to clients around the world who benefit from our strategies and solutions every day.



Media Relations

Access to reporters, editors and producers – print, broadcast, online, local, national, and international – allows us to support your public relations goals with targeted, strategic media outreach when you want it, where you want it, and how you want it. In the era of the 24-hour news cycle and the exponential increase in media outlets, our team uses the latest techniques and systems to cut through the din and communicate a client's message. We implement blogging, Web site creation, video news releases, streamlined video to Web sites, radio and satellite tours, public service announcements and all other mechanisms at our disposal.

We also offer media training services such as message development and spokesperson training, which includes on-camera practice and feedback to help clients maximize their media outreach and get proven results. After all, it only takes a couple of seconds in front of a camera to damage your reputation. We know that your team must be prepared to handle not only the everyday business issues, but also that crisis that you hope never happens. Our team of experts has trained some of the country's top executives on how to handle the media during a crisis. We have conducted mock press conferences and taped proactive interview sessions for company spokespersons in a variety of scenarios, including mine disasters, community projects, labor disputes, litigation and corporate takeovers. And our team has been on the ground with company representatives as they have handled disasters and emergencies that have garnered national and international media coverage.

DVD / Video Development & Production

For the most significant messages, it is crucial to utilize a visual element to best convey that message to established target audiences. Throughout our 30-year history, CRA has worked with a variety of clients to do just that.

We begin by developing an overall message strategy and determining the appropriate audiences, thus, helping to best define the specific goals of the project. Again, our integrated coordination is key, as we will utilize both our advertising and media relations experiences to assist with the development plan.

Once goals are established, we brainstorm the most effective interactive solutions to accomplish those goals. This is where the real genius comes through – in the ideas that will make the impact and provide a very specific direction.

Client feedback is imperative to the process, and directly affects the direction the project takes. Once the client's comments are taken into consideration, and appropriate changes are made, we then develop storyboards which illustrate the interaction that an individual may have with the solution. During this phase, we incorporate creative design and layout options to garner buy in and approval.



Following approval on the concept and direction, we begin production. Often this includes finely orchestrated video, audio and photography sessions. Our creative team works to ensure that all materials are focused and serve a specific purpose to attain our original goals. At the same time, our technology is hard at work -- building the framework and functionality.

As all of the various elements come together, we begin to merge creativity and technology and enter the final production stage. In final production, we rigorously test the finished product on multiple machines with various individuals. We also ask the client to test to ensure all functionality works to satisfaction.

Media Strategy, Purchasing and Planning

From rate negotiations to insertion orders, to billing follow up and reconciliations, CRA is a true partner when it comes to media purchasing and planning. The media plan is like the map for a road trip. CRA recognizes and embraces the focus and flexibility needed to implement an annual media plan.

We find our approach to be a proven method that has worked time and again. Through the use of ingenuity and creativity, we make those dollars dedicated to purchased media work harder, smarter and become more valuable. Leveraging our clients' media resources to something more than simply a newspaper ad or a television placement -- that's what we do.

As we like to say, a comprehensive media strategy is required to get the best "bang for your buck."

Here's how we do it:

- Have a complete understanding of the account strategy.
- Communicate that strategy as it relates to the media partners.
- Establish firm criteria for what is and is not acceptable in order to be included in the annual buy - encouraging media partners to be creative in solution and execution for each buy.
- Evaluate and recommend proposals that will help reach the ultimate goal.

Keeping our finger on the pulse of what happens with our industry partners, as well as national information / media trends, gives us an edge when creating media plans. We have developed a keen understanding of what will work and what will not work when it comes to influencing opinions and encouraging action and acceptance of important initiatives.



4.1 c Section IV – Video / DVD Production

We have provided a series of DVD and CD samples for your review which showcase and highlight our past work for similar projects. Below, please find a brief synopsis of each of the samples we have provided for your consideration.

American Electric Power and Allegheny Energy DVD – “The Power of Progress” Completed – 2008

Tom Holliday
Director Corporate Communications, American Electric Power
614-716-1403
taholliday@aep.com

L. Aldie Warnock
Vice President, External Affairs, Allegheny Energy
724-838-6971
awarnoc@alleghenyenergy.com

Synopsis – “The Power of Progress” was a nine-minute DVD produced for the client to educate elected officials, property owners and the general public on the need for electricity transmission upgrades in the eastern United States. The DVD uses original animation, expert interviews and original aerial footage to illustrate the need and the process behind building a large transmission line such as PATH.

American Electric Power DVD – “Watt, Why & How” Completed – 2008

Jeri Matheney
Corporate Communications Manager, Appalachian Power
304-348-4700
jmatheney@aep.com

Synopsis – “Watt, Why & How” is an educational DVD focused on connecting customers with information about the simple things we all can do each day to truly have an impact. Although electricity rates may have to increase, there are many ways customers can lower the amount of power we use and several ways are illustrated in this animated piece.



**West Virginia Tourism and Economic Development Video -
"We are Marshall" DVD Extra
Completed - 2006**

Betty Carver
Commissioner, West Virginia Division of Tourism
304.558.2200, ext. 345
bcarver@wvtourism.com

Synopsis - In 2006, West Virginia Tourism and Economic Development purchased the rights to the production of a DVD extra video for the Hollywood blockbuster "*We are Marshall*" highlighting the state of West Virginia. CRA worked with Warner Brothers to develop the script and shoot Matthew McConaughey, Matthew Fox and David Strathairn in the five-minute West Virginia highlight video. The video also featured previously captured footage from around the state of West Virginia.

**West Virginia University CD - "New Student Welcome CD"
Completed - 2003**

Carolyn Curry
Vice President of Development and University Relations, Delaware State (formerly at WVU)
302-857-7894
ccurry@desu.edu

Synopsis - In the summer of 2003 CRA produced a CD for West Virginia University to distribute to newly admitted freshmen. The interactive CD contains valuable information for new students on what to expect when arriving in Morgantown and what to bring to school, among other things. The CD also interacts with the school's Web site to take students to various different pages relating to different information on the disk.

**The Dow Chemical Company CD - "Our Home in the Valley"
Completed - 2002**

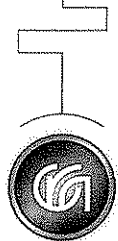
Peter Berner (formerly at Dow)
512-374-1491
peter.berner@yahoo.com

Synopsis - "*Our Home in the Valley*" is a seven-minute CD produced for The Dow Chemical Company to help attract Dow employees to staff its West Virginia operations. To maximize resources, the CD incorporates a combination of still photography and digital animation to feature the company's capabilities and facilities throughout the state and demonstrate the unique quality-of-life, low cost-of-living, distinctive culture and great employment opportunities available with Dow in the Mountain State.



4.1 d Section VI - Cost

Please see accompanying Cost Proposal for pricing details.



RFQ No. EDD304896STATE OF WEST VIRGINIA
Purchasing Division**PURCHASING AFFIDAVIT****VENDOR OWING A DEBT TO THE STATE:**

West Virginia Code §5A-3-10a provides that: No contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and the debt owed is an amount greater than one thousand dollars in the aggregate.

PUBLIC IMPROVEMENT CONTRACTS & DRUG-FREE WORKPLACE ACT:

West Virginia Code §21-1D-5 provides that: Any solicitation for a public improvement construction contract shall require each vendor that submits a bid for the work to submit at the same time an affidavit that the vendor has a written plan for a drug-free workplace policy in compliance with Article 1D, Chapter 21 of the West Virginia Code. A public improvement construction contract may not be awarded to a vendor who does not have a written plan for a drug-free workplace policy in compliance with Article 1D, Chapter 21 of the West Virginia Code and who has not submitted that plan to the appropriate contracting authority in timely fashion. For a vendor who is a subcontractor, compliance with Section 5, Article 1D, Chapter 21 of the West Virginia Code may take place before their work on the public improvement is begun.

ANTITRUST:

In submitting a bid to any agency for the state of West Virginia, the bidder offers and agrees that if the bid is accepted the bidder will convey, sell, assign or transfer to the state of West Virginia all rights, title and interest in and to all causes of action it may now or hereafter acquire under the antitrust laws of the United States and the state of West Virginia for price fixing and/or unreasonable restraints of trade relating to the particular commodities or services purchased or acquired by the state of West Virginia. Such assignment shall be made and become effective at the time the purchasing agency tenders the initial payment to the bidder.

I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, limited liability company, partnership or person or entity submitting a bid for the same materials, supplies, equipment or services and is in all respects fair and without collusion or fraud. I further certify that I am authorized to sign the certification on behalf of the bidder or this bid.

LICENSING:

Vendors must be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, West Virginia Insurance Commission, or any other state agencies or political subdivision. Furthermore, the vendor must provide all necessary releases to obtain information to enable the Director or spending unit to verify that the vendor is licensed and in good standing with the above entities.

CONFIDENTIALITY:

The vendor agrees that he or she will not disclose to anyone, directly or indirectly, any such personally identifiable information or other confidential information gained from the agency, unless the individual who is the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the agency's policies, procedures and rules. Vendors should visit www.state.wv.us/admin/purchase/privacy for the Notice of Agency Confidentiality Policies.

Under penalty of law for false swearing (West Virginia Code §61-5-3), it is hereby certified that the vendor acknowledges the information in this said affidavit and is in compliance with the requirements as stated.

Vendor's Name: Charles Ryan AssociatesAuthorized Signature:  Date: 12/10/08

LETTER OF CREDIT VERIFICATION

Date: December 10, 2008

West Virginia Purchasing Division
Department of Administration
State Capitol Complex
2019 Washington Street, East
P.O. Box 50130
Charleston, WV 25305-0130

RE: Irrevocable Letter of Credit Number:	<u>08-1011</u>
State Agency:	<u>WV Department of Education</u>
Requisition Number:	<u>EDD304896</u>
Project Description:	<u>Item: 915-03</u>

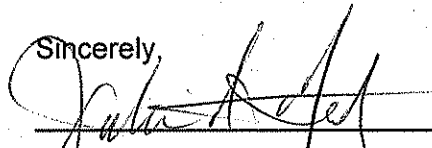
We hereby open an Irrevocable Letter of Credit, hereafter known as Letter of Credit Number 08-1011, effective December 10, 2008, in your favor for the account of Charles Ryan Associates, LLC, for a sum of sums not exceeding \$100,000.00 payable in part or in full upon demand and receipt from you of a Notice of Forfeiture.

This Letter of Credit will expire on December 10, 2009. We agree to notify you by certified mail, return receipt requested, at least ninety (90) days prior to the maturity of our intention to either renew or not renew this Letter of Credit. Our failure to notify you will automatically extend the maturity for an additional period of twelve (12) months. Upon notification by you of forfeiture, the entire amount shall be confessed to judgment and be due and payable. At the time of expiration, you may either elect to obtain cash collateral by drawing you on-sight draft on us for an amount not to exceed the unused balance of the Letter or elect to let the Letter of Credit expire.

We will give prompt notice to both Charles Ryan Associates, LLC, and you of any notice received or action filed: (1) alleging the insolvency or bankruptcy of the bank; or (2) alleging any violation of regulatory requirements to do business. In addition, we will give immediate notice to both Charles Ryan Associates, LLC, and you in the event the bank becomes unable to fulfill its obligation under the Letter of Credit for any reason.

This Letter of Credit is non-assignable, non-transferable and is subject to the Uniform Customs and Practice for Documentary Credits (1993 Revisions), International Chamber of Commerce (Publications #500), and to the Uniform Commercial Code.

Sincerely,



Julie R. Gurtis, Market President
United Bank

Bank Raised Corporate
Seal Affixed here

EXHIBIT A - Rev. 09/04