



Proposal

West Virginia Division of Natural Resources

DNR214067

Wonderful West Virginia Magazine

Editorial, Layout and Design Services

Submitted to:

Department of Administration, Purchasing Division
2019 Washington Street East
Charleston, WV 25305-0130

Vendor:

New South Media, Inc.

709 Beechurst Avenue, 14A
Morgantown, WV 26505
and

1116 Smith Street, 201
Charleston, WV 25301

P: 304.413.0104

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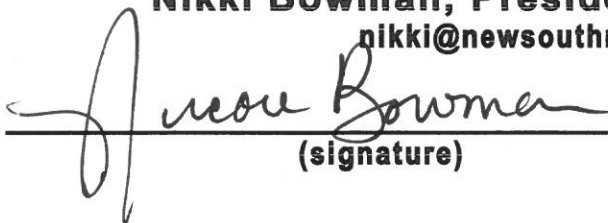
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West Virginia Purchasing Division

Prepared by:

Nikki Bowman, President/Publisher/Editor

nikki@newsouthmediainc.com


(signature)

May 9, 2014
(date)

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Attachment A: Vendor Response Sheet

Section 4, Subsection 4.1

A. Scope of Work and Methodology

Since its creation *Wonderful West Virginia* has showcased West Virginia's greatest assets—our wild and wonderful natural resources. I grew up reading *Wonderful West Virginia*. In fact, I attribute the publication as one of the reasons I became a magazine editor, so I'm excited to be in the position to bid on the editorial and design of this publication.

In 2008, I moved back to West Virginia to start my company, New South Media, Inc. —a publishing company focused on creating regional publications for national audiences. My business is a West Virginia, woman-owned and -operated multimedia company. Since launching my first magazine, *WV Living*, in 2008, the company has witnessed record growth. Today, New South Media publishes *WV Living*, *WV Weddings*, *Explore*, *The Sports and Travel Guide to the Big 12*, *Morgantown*, and *West Virginia Focus* magazines and several custom publications.

This proposal is in response to West Virginia Department of Administration Purchasing Division's RFP for West Virginia Division of Natural Resources, DNR214067, for the editorial, layout and design services of *Wonderful West Virginia* Magazine. As the state's largest publisher of high quality magazines, New South Media, Inc. is uniquely qualified to handle the monthly editorial, photographic, layout and design needs of *Wonderful West Virginia*.

Wonderful West Virginia is renowned for its photography. It is a publication that isn't discarded; it stays on tabletops and is referred to for years, which only stresses the importance of high quality design and content. While the quality of photography is paramount, design of the magazine is what allows the photography to shine. The editorial content needs to be engaging, well written, and entertaining. As the devoted readership of *Wonderful West Virginia* ages, the editorial content, types of photography, and the design need to attract a younger readership while still appealing to the older generations. I believe my company can accomplish and exceed these goals.

B. Company Background and Experience

New South Media, Inc. is the publisher of high quality magazines. On average we create the editorial content, copyediting, photography, and design of 20 magazine issues a year. We also manage the distribution and circulation of each of our publications. We are accustomed to working with tight deadlines, planning editorial in advance, and managing photography months and sometimes a year in advance so that photos are season appropriate. New South Media employs three graphic designers, three photographers, five editors/writers, a web/social media expert, a subscription/circulation manager, and an advertising sales team, so we are well positioned to handle the editorial and design

schedule of *Wonderful West Virginia*. Occasionally, the company hires freelance writers and photographers to supplement its in-house efforts.

WV Living is the state's premier lifestyle, travel, and arts and culture magazine. It showcases the best the state has to offer with positive stories about West Virginia's small towns, charming shops, cutting-edge restaurants, recipes, and talented craftsmen. *WV Living* is published quarterly and has a readership of 90,000 and is sold in more than 24 states and in Canada. *WV Weddings* is the state's bridal bible. It was originally published annually, but because it reached nearly 700 pages, it was divided in 2013 into two seasonal issues a year. *Morgantown* magazine, published every other month with a circulation of 25,000, champions the state's fastest growing city and serves as a resource for attracting businesses and meeting the needs of the town's young professional demographic. *West Virginia Focus* is also published six times a year. It is a small business and policy magazine that strives to build a better state one business at a time. It has a statewide circulation of 25,000. All of the publications are also available digitally.

New South Media also has a custom publishing arm. In 2012, the company saw the opportunity to promote West Virginia to a more national audience when West Virginia University joined the Big 12 Conference. We created *The Ultimate Sports and Travel Guide to the Big 12*, a lifestyle and sports publication that covered each of the towns as tourist destinations and each of the Big 12 schools. Its 100,000 copies sold out on newsstands nationwide. In 2013, with the opening of the Bechtel Summit Reserve and the Boy Scout Jamboree in West Virginia, the company once again saw the need for the creation of a targeted national publication championing the state. New South Media worked with the Division of Tourism and created *Explore: Reaching the Summit*. This piece was hailed as the *National Geographic* of West Virginia and was mailed to each of the troop leaders across the country.

New South Media would welcome the opportunity to utilize its talented editorial and creative staff to improve and grow the *Wonderful West Virginia* brand. We feel that we are uniquely situated to provide unparalleled content, photography, and creative direction. Our publications range from 120 pages to nearly 700 pages, so a monthly 32-page magazine will not be difficult. We have our fingers on the pulse of West Virginia and have worked hard at building relationships with our state agencies, our state parks, our travel industry leaders, our small towns, our artists, and our citizens. While *WV Living* magazine is a lifestyle publication, *Wonderful West Virginia* would give us the opportunity to create content that we would not necessarily cover in any of our other magazines. It would allow us to spend more time on showcasing our natural resources, outdoor recreation, and history and complement what we are already doing with some of our own brands and custom pieces. Our expertise could also help the magazine appeal to a younger audience.

References

We have partnered or worked closely with the following businesses, agencies, or institutions in the creation of custom publications:

WV Division of Tourism on *Explore: Reaching the Summit*; Contact Commissioner Betty Carver

West Virginia University on the creation of the *Ultimate Sports and Travel Guide to the Big 12* and specific issues of *Morgantown* magazine. Contact WVU University Relations and WVU Admissions.

Adventures on the Gorge on *Explore: Adventures on the Gorge*; Contact Brian Campbell

C. List of equipment used to complete work

New South Media uses InDesign and Macintosh to design our magazines. The cameras used by our in-house photographers are Nikon 7000 and Canon EOS 5D Mark II.

D. List of writers and photographers New South Media has worked within the past

Listed below are freelance writers and photographers we have worked with most frequently in the recent past; however, much of our work is done by our own editorial and photography staff.

Writers:

Dale Leatherman: Kearneysville, WV
Colleen Anderson: Charleston, WV
David Hardesty: Morgantown, WV
Tom Witt: Morgantown, WV
Laura Treacy Bentley: Huntington, WV
Rachel Coon: Cheyenne, Wyoming
Courtney Holschuh: Huntington, WV
Andy Smith: Charlotte, NC
Kara Moore: South Charleston, WV
Mary Weimer: Huntington, WV
Mikenna Pierotti: Morgantown, WV
Shawnee Moran: Morgantown, WV

Photographers:

Steve Shaluta: Charleston, WV
Amanda Reed: Lewisburg, WV
Blackbird Studio: Lewisburg, WV
Chris Jackson: Shepherdstown, WV
Rebecca Kiger: Wheeling, WV
Doug Pettaway: Martinsburg, WV
Michele Coleman: Parkersburg, WV
The Oberports: Charleston, WV
Rebecca Devono: Bridgeport, WV
Jim Kerby: Reston, VA
Joseph Rossbach: Odenton, MD
Randall Sanger: Williamson, WV

Section 4, Subsection 4.2: New South Media, Inc.'s Staff Experience

Current New South Media, Inc. Staff

Relevant skills:

Writing and Editing – the creative planning of editorial, the actual interviewing, researching and writing of editorial, copyediting, and proofreading skills

Publisher – the day-to-day creative and business management of the company and projects

Photography – photographs subjects and edits photos

Graphic Design – uses the written copy and the edited photos to craft the layout

Art Direction – responsible for the overall design, choice of typefaces, and creation of grid. Provides quality control.

Nikki Bowman, President/Publisher/Editor in Chief

Writing and Editing: 17 years of experience

Publisher: 6 years of experience

Photography: 17 years of experience

Bachelor of Arts from WVU

Masters in Writing from DePaul University

Laura Rote, Managing Editor

Writing and Editing: 10 years of experience

Bachelor of Science from WVU

Pam Kasey, Assistant Editor

Writing and Editing: 14 years of experience

Bachelor of Arts from University of Chicago

Masters in Journalism from WVU

Kelley Galbreath, Art Director

Graphic Design and Art Direction: 15 years of experience

Bachelor of Arts from William and Mary

Masters in Fine Arts from Maryland Institute College of Art

Carla Witt Ford, Photographer and Graphic Designer

Photography: 31 years of experience

Graphic Design: 6 years of experience

Bachelor of Science from Fairmont State University

Bachelor of Fine Arts from WVU School of Design

Becky Moore, Designer

Graphic Design: 2 years of experience

Bachelor of Fine Arts from WVU

Elizabeth Roth, Web Manager and Photographer

Web Design: 1 year of experience

Photography: 2 years of experience
Bachelor of Fine Arts from WVU

Sarah Shaffer, Circulation and Office Manager

Circulation Management: 1 year of experience
Bachelor of Arts from Westminster College

Shay Maunz, Staff Writer

Writing: 2 years of experience
Bachelor of Science from WVU

Katie Griffith, Staff Writer

Writing: 7 years of experience
Bachelor of Arts from WVU
Bachelor of Science from WVU

Season Martin, Advertising Representative

Advertising Sales: 14 years of experience
Bachelor of Arts from WVU
Master of Arts from Marshall University

Christa Hamra, Advertising Representative

Advertising Sales: 21 years of experience
Bachelor of Science from Marshall University

Bekah Call, Advertising Support Specialist

Advertising Sales: 2 years of experience
Bachelor of Science from Fairmont State University

New South Media typically employs two to three interns a semester and during the summer. These interns write smaller stories, do research, and create web content. If New South Media were the vendor chosen, then the entire staff, with the exception of the advertising team (unless needed) would be utilized. In addition to the New South Media staff the following freelancers may potentially be used:

Writers:

Dale Leatherman: Kearneysville, WV
Colleen Anderson: Charleston, WV
Rachel Coon: Cheyenne, Wyoming
Mikenna Pierotti: Morgantown, WV

Photographers:

Steve Shalutta: Charleston, WV
Rebecca Kiger: Wheeling, WV
The Oberports: Charleston, WV
Jim Kerby: Reston, VA

Nicole Bowman

604 Schubert Place
Morgantown, WV 26505

Experience:

October 2008 to present:

New South Media, Inc.

Founder/President/Editor/Publisher

709 Beechurst Ave

Morgantown, WV 26505

and

1116 Smith Street

Charleston, WV 25301

In October 2008, I moved back to West Virginia to launch New South Media, Inc., a multimedia publishing company that celebrates life and culture in the Mountain State. Since its launch six years ago, I have built a top-notch team the company has grown our publications to include a total circulation around 300,000 and a total readership approaching 900,000. I currently manage 7 publications and eight employees plus an advertising sales team of 3 people.

- **WV Living**, (est. 2008). *WV Living* is a statewide magazine that celebrates modern day life in West Virginia. It showcases the best the state has to offer with positive stories about our small towns, charming shops, cutting-edge restaurants, and talented craftsmen. *WV Living* is now in its sixth year of publication and has a circulation of over 30,000, has subscribers in every state, and is sold on newsstands in 25 states and internationally. It is published quarterly.
- **WV Weddings** (est. 2009). *WV Weddings* magazine celebrates weddings and the wedding industry in West Virginia—it is the bridal “bible” for the state. *WV Weddings* is more than just a magazine—it is registry that celebrates actual and pending weddings and showcases the state’s venues and businesses in the wedding industry. Inspirational articles on a variety of topics round out each issue and are an invaluable resource for wedding planning. It competes directly and in many cases outsells national magazines like *Martha Stewart Weddings*. It is published twice a year.
- **WV Living Outdoors** (est. 2009). *WV Outdoors* showcases the opportunities for outdoor living in West Virginia. West Virginia has a proud and rich outdoor heritage that is celebrated by this publication. *WV Living Outdoors* is currently published as a flip edition with the fall issue of *WV Living*.
- **Morgantown** (est. 2010) *Morgantown* is a “city publication” that focuses on West Virginia’s fastest-growing city, Morgantown. The look and feel of the magazine is more contemporary than its larger sibling, *WV Living*, and it (along with *WV*

Living) has become an invaluable recruiting tool for West Virginia University and Morgantown-area businesses. Just like *WV Living*, this magazine's mission is to change perceptions of the Mountain State. It currently has a circulation of 25,000 and is published bi-monthly.

- ***The Ultimate Sports & Travel Guide to the Big 12*** (est. 2012). When West Virginia University left the Big East and joined the Big 12, I saw an opportunity to create a publication targeted not just at West Virginia, but at the entire Big 12 Conference and the nation. I felt there was a need for a publication that focused not just on sports and team statistics, but on the heritage and tradition of each Big 12 university and its sports programs, *plus* information about each college town in the Big 12. Traveling sports fans may live for football, but they also have to eat—and this publication tells them where the best food is, plus what makes each Big 12 school's sports programs special. The inaugural issue was so successful that the University of Texas sent it out in electronic form to its entire alumni database and TCU mailed it to their alumni. *The Ultimate Sports & Travel Guide to the Big 12* has a circulation of over 100,000 in print.
- ***WV Explore: Reaching the Summit*** (est. 2013). *WV Explore* was created as a targeted publication to welcome the more than 50,000 Boy Scouts (and family and friends) who attended the 2013 BSA Jamboree held for the first time in the New River Canyon in southern West Virginia. I worked with the Division of Tourism on this piece—and it covered the entire state, providing a guide to visitors on where to stop, what to see and do, as they traveled West Virginia. It had a circulation of 60,000.
- ***West Virginia Focus*** (est. Dec. 2013). *West Virginia Focus* is the newest publication in the New South Media family and it serves as a small business and policy toolkit, and is mailed for free to small businesses, legislators, lawyers, doctors, architects, lobbyists, government officials, and educators and more. Its mission is to build a better state, one issue, one business, and one community at a time. Our Turn This Town Around campaign, in which I've partnered with WV Community Development Hub and WV Public Broadcasting, has received national attention as we work on helping the towns of Matewan and Grafton revitalize. It has a circulation of 25,000 and is published bi-monthly.

Prior to launching my own business, I've worked as the editor of *Mississippi Magazine*, *Amicus*, *CUA Lawyer*, and *State of the Union*, as well as served as the director of communication at Mississippi College School of Law and Catholic University.

Education:

MA in Writing; DePaul University, 1998
BA; West Virginia University, 1992

LAURA ROTE

68 Wilson Avenue | Morgantown, WV 26501 | laura@newsouthmediainc.com
304.972.6650

Managing Editor, New South Media, Morgantown, WV, April 2011 to present

- Manage deadlines, content, and staff for four-plus magazines as well as write and edit across all platforms
- Manage music blog and calendars
- Help to organize special events and expos

Communications and Project Management Assistant, Mylan, Morgantown, WV, November 2009 to April 2011

- Produce newsletters and training materials for projects within IT department
- Edit technical documents, record meeting minutes, manage calendar, and manage teams in Puerto Rico, Illinois, and Vermont

News Freelance Writer, The Herald-Dispatch, Huntington, WV, November 2010 to April 2011

PR Freelance Writer, St. Mary's Medical Center, Huntington, WV, January 2010 to April 2011

Freelance Features Writer, WV LIVING, February 2010 until hired full-time

Health Reporter, The Herald-Dispatch, January 2008 to November 2009

Health Reporter, Exponent-Telegram, Clarksburg, WV, September 2006 to January 2008

General News Intern, The Tribune-Review, Greensburg, PA, May 2006 to September 2006

Arts and Entertainment Editor, The Daily Athenaeum, Morgantown, WV, 2004 to 2006

SKILLS: AP Style, Adobe InDesign, Photoshop, website management, GTxcel, RiVista, photography, copyediting, fact-checking

REFERENCES

Abigail Kopischke, Vice President of Global IT, Mylan, 412.378.7415

John Temple, Associate Professor, Perley Isaac Reed School of Journalism, 304.293.6116

PAMELA C. KASEY

2921 Halleck Road
Morgantown, West Virginia 26508

pkasey444@gmail.com
(304) 291-8205

Professional Profile

Policy- and data-oriented writer in long-form journalism with 14 years' experience in feature writing and general assignment and technical beat reporting.

Selected Writing and Editing Experience

New South Media, Morgantown, WV 2013-present

Assistant Editor for publisher of *West Virginia Focus*, *West Virginia Living*, *Morgantown*, and *West Virginia Weddings* magazines and contract publications. Writing feature stories on policy challenges and lifestyle topics; providing editorial and copyediting for all publications; curating state news feed; managing editorial calendar and story assignments for contract work.

The State Journal, Charleston, WV 2003-2013

Energy Reporter, 2006 / Senior Energy Reporter, 2011 for the primary West Virginia publication read by government, business and academic leaders. Covering regulatory, economic, and environmental aspects of electricity, natural gas, coal, and other energy sectors, with a heavy emphasis on policy and data. Developed strong working relationships with energy producers, policymakers, regulators, and analysts at the state and national levels.

In electricity, provided detailed coverage of development of the TrAIL and PATH transmission lines, the Longview coal-fired power plant, and coal-fired asset purchases proposed by Appalachian Power Co. and Monongahela Power Co. Also cover power plant technologies, emissions policy and enforcement, production and consumption trends, efficiency, distributed generation, alternative fuels and other areas.

Stories on natural gas and coal have spanned the range from resource assessment and extraction to gas and coal markets and much of what comes between.

North Central Reporter, 2003-2006. General assignment, emphasis on energy and environment.

Freelance writer, Morgantown, WV 1998-2003

Wrote feature articles for a variety of nonprofit and agency newsletters, primarily for *E-train*, the newsletter of the National Environmental Training Center for Small Communities in Morgantown. Authored 6,000-word narrative chapter on one woman's year under treatment for breast cancer for the book *Cancer Stories*.

Populore Publishing Company, Morgantown, WV 1997-98

Co-editor, *Our Mountain State Heritage: West Virginia Stories of the People*. Developed style sheet, edited stories, created extensive index, proofread galleys.

Select Formal and Continuing Education

Hempling Law Seminar, Silver Spring, MD 2013

Knight Center for Specialized Journalism, College Park, MD Fellow, 2006

Scripps Howard Institute on the Environment, Boulder, Colo. Fellow, May 2005

West Virginia University, Morgantown, WV Master of Science in Journalism, 2003

University of Chicago, Chicago, IL Bachelor of Arts, Economics, 1985



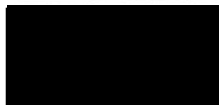
Attached is a copy of Kelley McIntyre Galbreath's resume prior to joining New South Media, Inc. as our art director. She has been on vacation and is unavailable to update her resume to include her time with New South Media. In 2011, she joined New South Media and has served as the art director for the company. She also oversees the graphic design of Morgantown, West Virginia Focus, Explore, and other custom publications.

A handwritten signature in cursive script that reads "Nikki".

Nikki Bowman

Kelley McIntyre

CONTACT



RECOGNITION

ADDYs

National Gold Addy, 2010
DC Gold and Silver
Addys, 2009, 2010, 2011

AIGA 365

2009, 2010

Communication Arts

Design Annual, 2009,
2010
Best of Illustration, 2006

Neenah Paper

Gold Award, 2009

Print Magazine

Regional Design Annual,
2009, 2010

SKILLS

Art Direction
Concept Development
Print Production
Project Management
Adobe CS5 Suite
MS Office Suite
Screenprinting
Letterpress and book arts

PROFESSIONAL WORK

Design Army / Washington, DC / *Senior Designer 2008–present, Designer 2008–2010*

Create a wide range of print and digital. Work directly with clients and printers through every step of the design process, and assist the creative director in the art direction of junior staff. Clients include: ALGA, Chronicle Books, Ritz-Carlton, Georgetown University, the University of Virginia, and *Washingtonian Bride & Groom* magazine.

Maryland Institute College of Art / Baltimore, MD / *Adjunct Faculty 2008*

Taught Intro to Graphic Design, a sophomore level course emphasizing the basic principles of design, craft, and conceptual thinking.

Shaw-Jelveh Design / Baltimore, MD / *Free-Lance Designer 2007–2008*

Worked on various projects ranging from identity to product design.

Viking Children's Books / New York, NY / *Designer, 1999–2006, Junior Designer 2001–2006, Assistant Designer 1999–2001*

Created text and layout design for novels, picture, and concept books. Art directed and designed five leading series and properties. Responsible for the acquisition and art direction of illustrators and photographers. Oversaw and advised junior designer and departmental interns.

PERSONAL WORK

Fan Letter / Post Typography / Baltimore and New York / 2009

Created an animated short in ode to the letter G for the launch parties of Post Typography's book, *Lettering & Type*, published by Princeton Architectural Press.

Indie Publishing / MICA & Princeton Architectural Press / Baltimore, MD / 2008

Designed the cover, infographics, and the basic look of this introduction to independent publishing, under the direction of Ellen Lupton.

The New Basics / MICA & Princeton Architectural Press / Baltimore, MD / 2007

Created four original designs, under the direction of Ellen Lupton, to illustrate advanced principles of graphic design.

EDUCATION

Maryland Institute College of Art / Baltimore, MD / 2006–2008

MFA in Graphic Design

Parson's School of Continuing Education / New York, NY / 2000–2003

Continuing Education coursework in Graphic Design

The Radcliffe Publishing Course / Cambridge, MA / *Summer, 1999*

Graduate intensive course in the book and magazine publishing industries.

The College of William and Mary / Williamsburg, VA / 1995–1999

B.A. in English, minor in Art History/Studio Art

Becky Moore



/// Education

West Virginia University
BFA Graphic Design, Minor in Art History (2012)
Magna Cum Laude

BS Advertising, Minor in English (2008)
Cum Laude

/// Professional Experience

NEW SOUTH MEDIA, INC. **Morgantown, WV | 12/2013–Present**
Graphic Designer

Responsible for designing magazine layout and website design for multiple publications.

WEST VIRGINIA UNIVERSITY
EBERLY COLLEGE OF ARTS AND SCIENCES **Morgantown, WV | 8/2011–12/2012**

Web and Graphic Design Intern for The Office of Marketing and Communications

Responsible for designing print and web material within specific branding guidelines and accessibility standards, as well as training faculty to use a content management system.

WEST VIRGINIA UNIVERSITY
SCHOOL OF ART AND DESIGN **Morgantown, WV | 8/2011–12/2011**

Web Designer for Christian Help, Inc. as part of the Studio 2453 Client Project

Collaborated with a small team of design students to create a web-based application using the Symphony content management system.

KELLY BARKHURST DESIGN **Morgantown, WV | 5/2011– 9/2011**

Web and Graphic Design Intern

Assisted in developing print, web, and interactive content for a wide range of clients.

WEST VIRGINIA UNIVERSITY
PERLEY ISAAC REED SCHOOL OF JOURNALISM **Morgantown, WV | 9/2006– 9/2008**

Teacher's Assistant

Assisted in teaching students to use Adobe Creative Suite software.

WEST VIRGINIA UNIVERSITY
PERLEY ISAAC REED SCHOOL OF JOURNALISM **Morgantown, WV | 5/2007–5/2008**

Design Editor and Co-Executive Editor for the School of Journalism Alumni Magazine

Assisted in designing the layout and editing photography for the School of Journalism Alumni Magazine.

WEST VIRGINIA WESLEYAN COLLEGE
DEPARTMENT OF MUSIC **Buckhannon, WV | 2009–Present**

Freelance Graphic Designer

Designed event posters and promotional material for the West Virginia Wesleyan College Jazz Ensemble as well as the Gender Studies Department.

/// Skills

Adobe InDesign
Photoshop
Illustrator
After Effects
Flash
Dream Weaver
HTML
CSS
Microsoft Office
Mac OS, Windows
Final Cut Pro
Digital and Film Photography
Video and Audio Recording
Video and Audio Editing
Screen Printing
Book Arts
Copy Writing

/// Awards & Recognitions

Poster selected as
Jurors' Choice for WVU's
Designing for the Divide
Conference : 2012

Animated short
screened at the WV
Mountaineer Short
Film Festival : 2011

Documentary short
screened at the WV
Mountaineer Short
Film Festival : 2010

Award in Outstanding
Visual Journalism: 2008

Dean and President's list
honoree: 2006–2012

PROMISE Scholarship:
2003-2007

Carla Witt Ford

EMPLOYMENT HISTORY

Graphic Designer and Photographer

August 2010– Present

New South Media, Inc., Morgantown, WV

Serve as graphic designer and photographer for *WV Living* magazine, graphic designer for *WV Weddings* magazine and photographer for *Morgantown* magazine.

Adjunct Professor, Photography

September 2004 – April 2009

Fairmont State University, Fairmont, WV

Instructor in Black and White techniques, as well as Advanced Photography courses. Awarded "2005 Adjunct Faculty Member of the Year".

Photographer

May 1983 – April 2005

EG&G, Contractor with the U.S. Department of Energy, Morgantown, WV

Professional photographer, photo department manager, and videographer. Photo subjects included but not limited to: public relations, lab experiments, and aerial photography. Received various awards for videography and photography.

EDUCATION HISTORY

West Virginia University

2008–2010

Morgantown, WV

Bachelor of Fine Arts, School of Design, graduated *Summa Cum Laude*

Fairmont State University

2006–2008

Fairmont, WV

Bachelor of Science, Graphic Design

Fairmont State College

1979-1982

Fairmont, WV

Associate of Arts, Commercial Design and Graphics

REFERENCES

Shay Maunz



SELECT WORK EXPERIENCE

Staff Writer, New South Media, Inc.

Charleston, WV — February 2014 - present

Work on all of the company's magazines from our Charleston office, writing lifestyles features, and about government and policy.

Education Reporter, Charleston Daily Mail

Charleston, WV — October 2012 - February 2013

Covered K-12 and higher education on the local level and across the state. Wrote features and in-depth news projects and covered spot news for one of West Virginia's leading dailies.

Multimedia Intern, The New Yorker

New York, NY — May - August 2012

Assisted in video editing and post-production for newyorker.com and the mobile and tablet editions of the magazine. Edited and shot video, performed research, logged footage and assisted in the field on video shoots.

Local news and business desk intern, Pittsburgh Post-Gazette

Pittsburgh, PA — May - August 2011

Split time between the business desk and city desk, producing content for one of Pennsylvania's largest newspapers (circulation 200,000+). Covered spot news and wrote longer articles and features.

EDUCATION

West Virginia University

BA, Journalism — 2008 - 2012

- GPA: 3.9
- 2012 "Outstanding Senior" in print sequence

TECHNICAL SKILLS

- FinalCut Pro
- Adobe InDesign
- Adobe InCopy
- Adobe Bridge
- Wordpress
- Audacity
- Photo Mechanic

REFERENCES

Available upon request.

Kelley Rebekah Call

Phone: [REDACTED]

Email: [REDACTED]

Education

December 2011 Pierpont Community and Technical College

AS, Applied Design

May 2012 Fairmont State University

BS, Family and Consumer Science-Fashion Merchandising focused

Experience

January 2014-Present Advertising Account Specialist

New South Media Morgantown, WV

- Interact with advertising clients

- Create and convert advertising contracts

- Work comprehensively on a team of 10+ to produce publications such as WV Living, WV Weddings and Morgantown Magazine

July 2013-January 2014 Advertising Customer Service Representative

The Dominion Post Morgantown, West Virginia

- Schedule, modify and approve display retail ads

- Provide excellent customer service

- Work closely with owners of various establishments such as restaurants and car dealerships

2013-July 2013 Barista

Starbucks Morgantown, West Virginia

August 2012-December 2012 Movement Intern

Invisible Children San Diego, California

- Worked with tools such as Salesforce, Desk.com, Microsoft Word, Microsoft Excel, etc.

- Organized and planned events such as MOVE:DC in the wake of KONY 2012 campaign.

- Operated comprehensively within a team of 10 individuals from various backgrounds and cultures.

November 2010-August 2012 Barista

Starbucks Morgantown, West Virginia

Professional Experience

New South Media, Inc. – Morgantown, West Virginia

Office and Circulation Manager (Present)

- Responsible for the operation and development of circulation for WV Living, WV Weddings, WV Focus, Morgantown magazines and other specialty pieces
- Manage the distribution process for all publications
- Oversee customer service for every magazine New South Media publishes
- Manage day to day operations such as answering phone calls, responding to customer requests, processing magazine subscriptions, keeping office inventory replenished, shipping magazines, etc.
- Process all invoicing and payments for advertisers, vendors, and subscribers for each magazine
- Plan and/or assist with planning of special events such as WV Weddings Extravaganza, Best of Morgantown party, or other marketing events
- Assist publisher with business operations

Alderson Broaddus University – Philippi, West Virginia

Community Outreach Coordinator (2012-2013)

- Planned and executed all community outreach events for Alderson Broaddus University to engage campus volunteers (e.g. Day to Serve, Alternative Weekends, Global Youth Service Day, Do Good Weekend, CROP Hunger Walk, etc.)
- Trained with faculty to develop service-learning courses to enrich the learning experience and strengthen the Barbour County community
- Created and maintained sustainable partnerships between Barbour County non-profit organizations and Alderson Broaddus University
- Advised Alderson Broaddus' student outreach organization, NOVO
- Served as an AmeriCorps VISTA

BB&T Bank – Morgantown, West Virginia

Relationship Banker (April 2011-August 2012)

- Served as primary contact for new account openings, service, and sales for business and retail clients
- Proactively initiated, developed, and managed long-term, profitable relationships through team and individual based sales goals
- Fourth Quarter Olympian Award recipient – ranking based on quarterly sales goals, including but not limited to new accounts, credit cards, business referrals, and investment sales

PNC Bank – Pittsburgh, Pennsylvania

Teller Banking Representative (2010-2011)

- Assisted clients with teller transactions
- Organized in-store marketing and promotional materials

YMCA – New Castle, Pennsylvania

Public Relations Intern (Fall 2009)

- Developed “Mind, Body, Spirit” campaign to implement YMCA’s mission statement in youth camps by incorporating a Christian Bible study
- Drafted all press releases for fall events intended for radio and newspaper
- Designed promotional materials for all fall events, including but not limited to brochures and flyers

Branding Brand – Pittsburgh, Pennsylvania

Media Relations Intern (Summer 2009)

- Wrote articles for Branding Brand’s blog, focused on marketing and public relations skills for clients
- Improved client’s visibility on the web through search engine optimization
- Conducted research to improve and strengthen Branding Brand’s in-house communication and intern program

Big Brothers, Big Sisters – New Castle, Pennsylvania

Public Relations Intern (Spring 2009)

- Interned for fundraising event “Bowl For Kids’ Sake” by designing all promotional materials, writing press releases for radio and print, and overseeing donations and fundraising efforts

Educational Background

Westminster College – New Wilmington, Pennsylvania

Bachelor of Arts, Public Relations and Communication Studies (2010)

Cumulative GPA: 3.58

Leadership Roles: Lambda Pi Eta (Communication Honors Society) President, National Social Sorority VP of Finance and VP of Member Development, Student Government Association Public Relations and Advertising Chair, Young Presbyterian Scholar, Omicron Delta Kappa (Leadership Honors Society)

Additional Experience

Volunteer: Orchard Hill Church mission trip to Cap-Haïtien, Haiti (2011)

Volunteer: Pittsburgh Presbytery youth mission trip to Malawi, Africa (2005)

Youth Leader: Summer’s Best Two Weeks – Christian Church Camp (2002 – 2007)

Joseph Rossbach: Odenton, MD
Randall Sanger: Williamson, WV

Section 4, subsection 4.3: Samples of Publications

Enclosed you will find samples of some of our publications. *WV Living* magazine and *Explore* are more in line with the mission and creative of *Wonderful West Virginia*. As you will see, great photography, clean design, and engaging editorial are paramount to our publications. Our photographers take the majority of the photography, but in every issue we also work with professional and amateur photographers from around the state.

We are also including samples of *Morgantown* magazine and *WV Weddings* to illustrate that all of our publications have a distinct look and feel, not just in design but also editorially. Should we be chosen to oversee the creation of *Wonderful West Virginia*, our design and editorial would be unique to DNR's publication.

Enclosed are:

WV Living: Spring 2014, Winter 2013, Fall 2013, Summer 2013

Stories that may be of particular interest: "The Great Bear Hunt," "Living in Berkeley Springs," "Run the River," "The Underground Frontier," "Sensational Summits," "Dream Green," "Living in Sutton," and "WVU Extension: Agents of Change."

Explore: Reaching the Summit: Spring 2013

Morgantown: Aug/Sept 2012, Oct/Nov 2013

WV Weddings: Spring 2014

Section 4, Subsection 4.4: Article Vision

Appendix A provided useful information as to what type of editorial *Wonderful West Virginia* should focus on. It is interesting to note that flora and fauna and hunting were not listed in the top 10 categories. In establishing the editorial calendar, there needs to be a balance of topics that will appeal to the current readership while attempting to attract new readers. If we were creating the editorial calendar of *Wonderful West Virginia*, we would first go through the index of stories that have already been covered previously, organize editorial suggestions so that there was a consistent pattern to the stories that would meet the expectations of the readers, look at seasonal story ideas, and then assign a photographer to cover each topic. We would recommend always having a feature on a state park, an amazing seasonal photo feature, an outdoor recreation feature, and alternating an historical attraction story, a fair and festival story, and an interesting West Virginian profile story in each issue. Here are a few of our ideas for editorial content:

Historical attractions

Abandoned buildings of Thurmond

Historic grand theaters
Julia Anne Square Historic District in Parkersburg
Train loop
Mountaineer Hotel in Williamson
State's oldest cabins
Hallowed Halls—our most revered historic buildings

Photo feature

Gardens of Bluefield
Leaf Peeper Trail
Old Mills
Murals from around the state
Monumental Views
Barns in the Winter (no one gets tired of looking at beautiful barns)

Outdoor recreation

Water trails for kayakers
Rock climbing for wimps
Swimming holes
Snowshoeing
Snowmobiling
Pick your own farms
Little known lakes
Beyond the gates—Timberline's Treasures

WV State Parks

We would recommend featuring one state park in every issue.

Fairs and Festivals

Buckwheat Festival, Forest Festival, Autumn Harvest, WV State Fair,
Taste of Parkersburg, Rails and Ramps, Wheeling Sternwheel Festival,
etc..

One way to grow a younger audience is to include a reader's Instagram photo gallery page, where readers could submit their Instagrammed photos of West Virginia scenes. The best photos would be chosen and displayed in a grid fashion in the magazine. Given the skyrocketing popularity of Instagram among younger generations, this would be a good way to grow readership without alienating existing readers.

Below are suggestions for a spring and summer story:

A. Spring

A Taste of Spring

Two of the top ten topics potential readers of *Wonderful West Virginia* want to see are fairs and festivals and events. A feature entitled "A Taste of Spring" on spring food festivals, such as Maple Syrup Festival in Pickens, Strawberry Festival in Buckhannon, Feast of Ramson in Richwood, Chocolate Festival in Lewisburg, and Dandelion Festival in White Sulphur Springs would not only showcase our food heritage, but also would champion our small towns by encouraging *Wonderful West Virginia* readers to attend

these much beloved festivals. Photography would focus on the food and events in each town.

Summer

Old Growth --Seneca State Forest is a serene summer getaway

Wonderful West Virginia readers are avid supporters of our state parks and forests. Seneca State Forest, our oldest state forest, is a hidden gem and is a photographer's dream. It has not been featured in *Wonderful West Virginia* for 20 years; therefore, we recommend revisiting it and focusing on the renovation of the unique Thorny Mountain Fire Tower. The feature will also include a history of the forest, the rustic pioneer cabins, lake, campground, and hiking trails.

Section 4, Subsection 4.5: Sample Article

Attached is a fully designed article on Beartown State Park. We realize that *Wonderful West Virginia* has done stories on Beartown in the past, but we thought it would be beneficial to illustrate the difference a cleaner and modern design can do to showcase the photography. The story was written in house by an editorial intern, it was edited by our editorial staff, the photography was taken by our editor Nikki Bowman, and the graphic design was done by our art director Kelley Galbreath.

Section 4, Subsection 4.6: Suggested Changes

Given that *Wonderful West Virginia* has built its reputation on the high quality of its photographs, one of the most important changes that can be made will address several concerns—and that is to modernize the interior design of the publication. The fonts used in the nameplate are clean and contemporary, yet that isn't carried through into the interior of the piece. There needs to be a better use of the grid and white space. Inexperienced designers often think that empty space needs to be filled with copy or photographs, but this isn't true. The eye needs white space to rest. White space allows the photos to jump off the page and draws a reader to the story. One can have the best photography possible, but if the design does not allow the photographs to breathe, then the quality is wasted. Updating and giving the interior a cleaner design will make the articles easier to read, and it will also make it more appealing to a younger audience.

In our submitted sample article, we used a similar typeface in the interior as the typeface used on the cover, we created a more dynamic and clean grid, and we utilized high quality photography.



BEARTOWN

STATE PARK

This striking park seven miles from Hillsboro offers a serene retreat for visitors.

WRITTEN BY SHAWNEE MORAN
PHOTOGRAPHED BY NIKKI BOWMAN

P

Peaceful silence—that's one of the first things you notice as you walk beneath the canopy of ancient hemlock trees and disappear into the labyrinth of towering rock formations at Beartown State Park. Sunlight trickles down from the treetops to the large ferns, lichen, and moss that carpet the ground, creating an otherworldly aura. "It's a unique place with natural rock formations, cliffs, and crevasses—all these fantastic shapes of the rocks really stir people's imagination," says Mike Smith, Beartown State Park superintendent. "The softer layers underneath the sandstone have been weathered away by wind, rain, and vegetation at the edge of the mountain, opening up a 30-foot crevasse you can wander around in like a big maze. It's a special place."

Although Beartown's rock formations, composed of Droop Sandstone, are more than 300 million years old, the park has only been in existence for 44 years. When Huntington native Ronald Keith Neal was a boy, he loved to explore the area's rocks. After he served and lost his life in the Vietnam War at 21 years old, his mother, Ms. Edwin Polan, and The Nature Conservancy purchased the land in his memory. Her wish was for people to enjoy

the land as her son did, and her dream came to fruition—on any given day Beartown welcomes children on school trips, family groups, bus tours, senior citizens, and individuals marveling at the beauty of the park.

The colossal cliffs and caves throughout the area are how the park got its name—these caves are ideal winter dens for black bears. "One year we kept the gate closed into April because there was a female den 50 feet way from the gate. When they finally got here to put a radio collar on she was gone," Mike says. "We do see them pretty often by the gate, road, and parking lot, but they generally aren't a problem at all. It's in their nature to leave when they see people." Don't worry—you aren't likely to see a bear when visiting the park. Mike says since Beartown installed bear-proofed garbage cans last year they have seen a decrease in sightings.

Beartown State Park has also seen a decrease in hemlock growth; the hemlock woolly adelgid, an insect originating from Japan, has troubled hemlock trees throughout the east including trees at Beartown. Although these soft-bodied insects are tiny— $\frac{1}{32}$ of an inch to be exact—they can cause devastating damage to hemlocks. The decline of the tree can occur as early as four years after the moment of infestation. "Since it was first discovered 10 years ago we have treated the trees by various means. We have released beetles near the trees, which is the natural predator of the adelgid," Mike says. He says a chemical treatment, where they inject a chemical into the trees or into the soil around them, has been the most effective method for combating the adelgid. "It has not completely devastated the hemlock forest as we

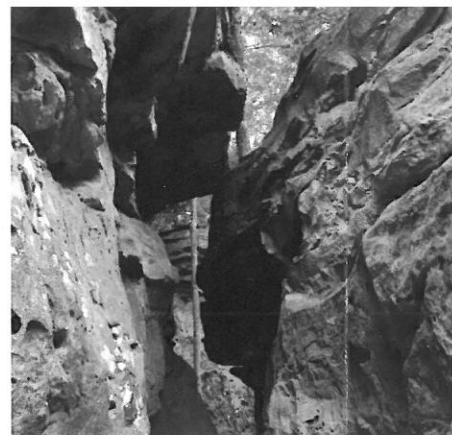


ABOVE A boardwalk meanders through the massive rock formations allowing visitors to get an up-close view.

BELOW The land was purchased in 1970 with funds from Ms. Edwin G. Polan, in memory of her son, and the Nature Conservancy.

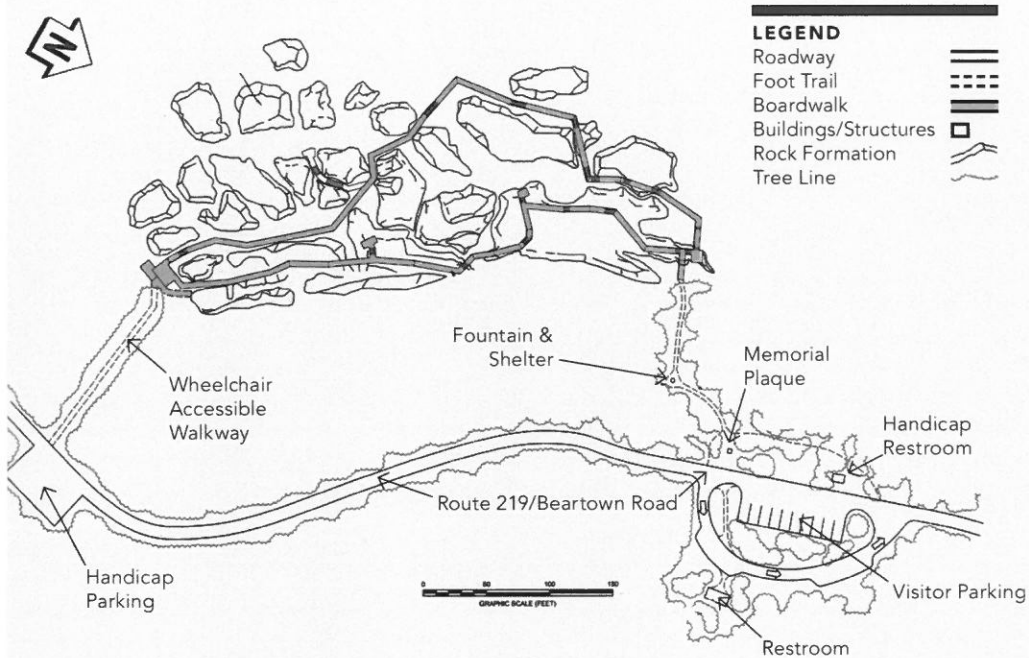
LEFT, CLOCKWISE Eroded pits can be seen on the surface of the rocks. Moss covered crevasses, cliffs, and overhangs help give the park

an otherworldly feel. Large ferns and other flora carpet the ground.



// IT'S A UNIQUE PLACE WITH NATURAL ROCK FORMATIONS, CLIFFS, AND CREVASSES—ALL THESE FANTASTIC SHAPES IN THE ROCKS REALLY STIR PEOPLE'S IMAGINATION."

Mike Smith, Beartown State Park Superintendent



thought it would because we caught it early and have been actively treating it. It's not as bad here as in some places," he says. When Mike first started at Beartown he noted the canopy was much thicker, and the trees produced a deep, dark shade. Now most of the trees have thinned out so sunshine reaches the floor of the park, and vegetation such as ferns, grasses, and birch, have been able to grow.

Visitors can enjoy this green vegetation and the unusual rock formations at Beartown State Park at no cost. It is a day-use park, meaning the gates are only open from seven in the morning until dusk. One of the few developments at Beartown is a half-mile loop boardwalk, a non-invasive addition that weaves between the towering rocks throughout the 107-acre state park. The boardwalk is a way to help preserve the ecology and give visitors easy access within the park.

Rock formations in the park often collect ice and snow during winter and they remain until mid- or late summer. Since he first started working at Beartown, one of Mike's favorite traditions is to see if he can find any ice remaining in the woods on the Fourth of July; he says locals once used this ice during the summer to make ice cream for the celebration.

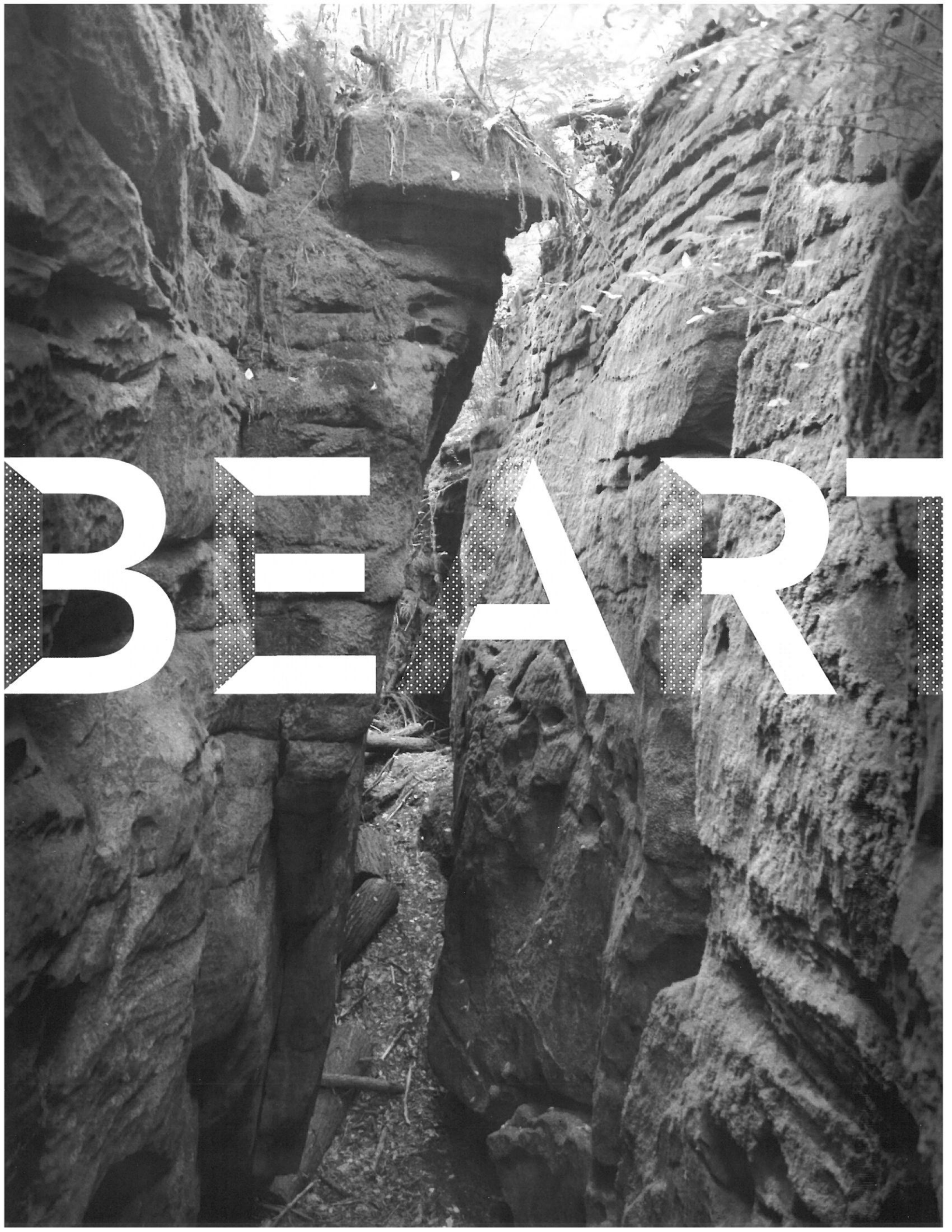
RIGHT Beartown State Park is located seven miles from Hillsboro. The park includes a wheelchair accessible walkway.

To this day Mike says locals have an overwhelming amount of pride for this park, and he has heard on multiple occasions this is one of the first places in the area locals bring visitors. In addition to Beartown State Park there are several popular nearby attractions in Pocahontas County, including the birth place of Pearl S. Buck, falls of Hills Creek, Cass Scenic Railroad State Park, Droop Mountain Battlefield State Park, the National Radio Astronomy Observatory, and Watoga State Park. "A lot of people traveling to Cass or to the National Radio Astronomy Observatory will stop by Beartown," Mike says.

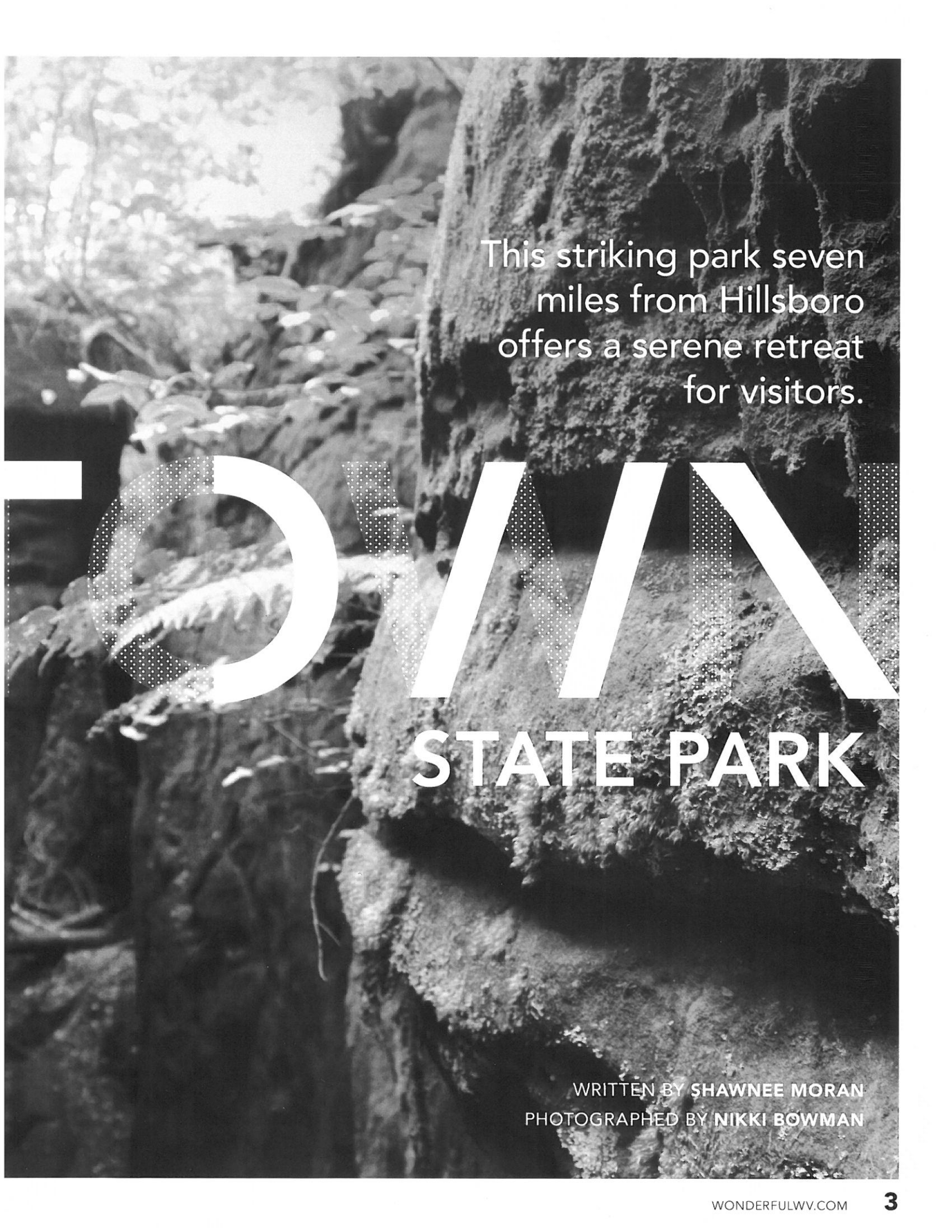
Mike encourages those visiting nearby attractions to spend a part of their day at Beartown State Park. After nearly 30 years at Beartown, he says he still finds little wonders around the park. "I open and close the park, and as a result I have spent a considerable amount of time at Beartown. It's a renewing experience to walk around the rocks. I just love it," he said. "It's just a fun place to go. People love the rocks and can't help but use their imagination. It's just a nice, calm place people love dearly—a real treasure."

beartownstatepark.com





BEART



This striking park seven
miles from Hillsboro
offers a serene retreat
for visitors.

DOWN STATE PARK

WRITTEN BY SHAWNEE MORAN
PHOTOGRAPHED BY NIKKI BOWMAN

P

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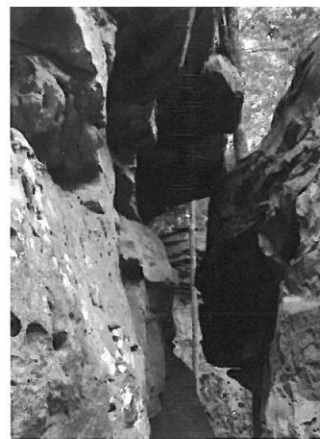


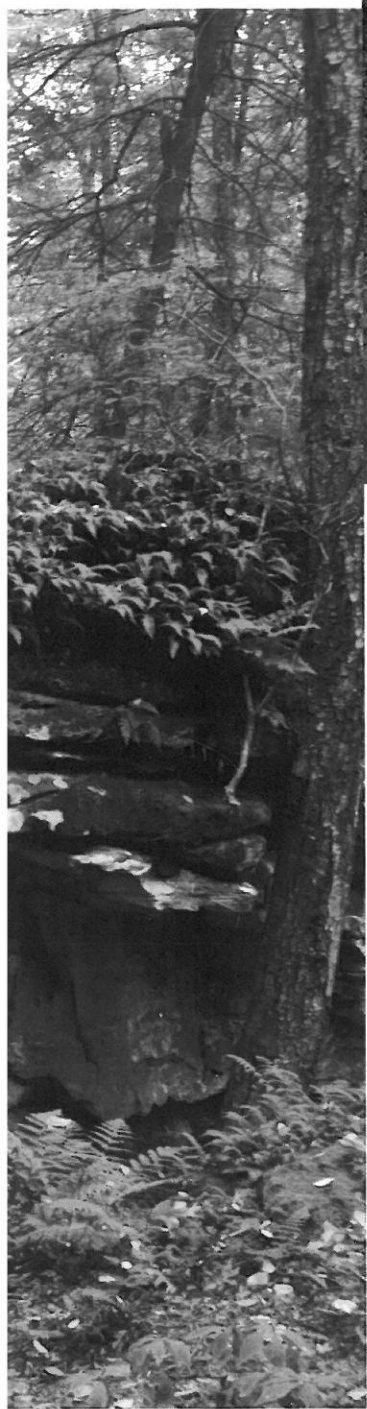
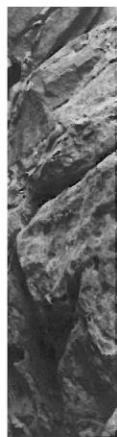
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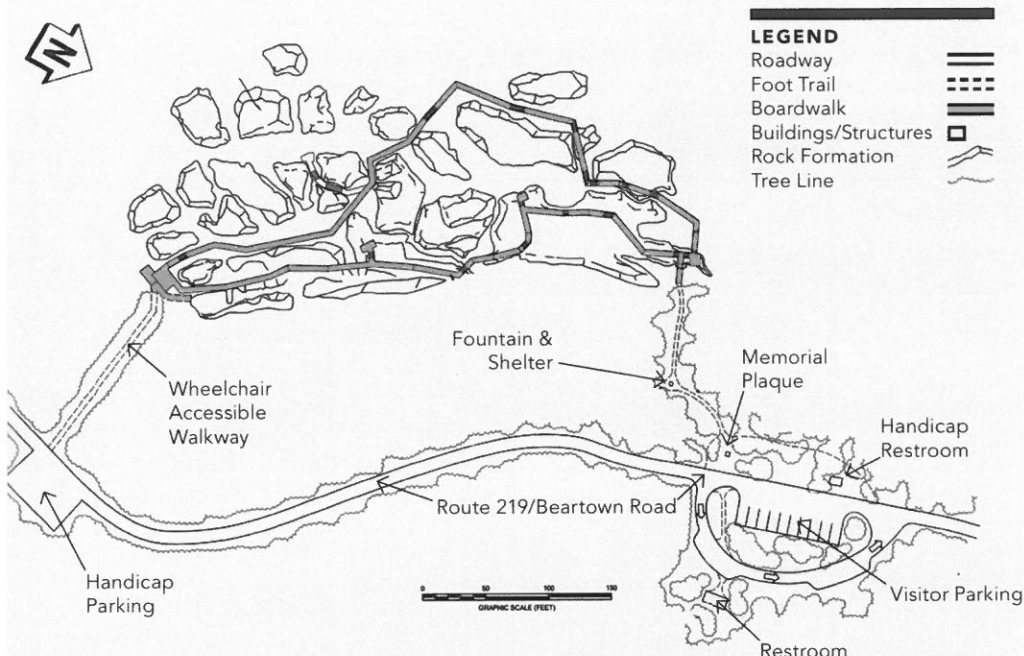




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beartownstatepark.com

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Attachment B: Mandatory Specification Checklist

List mandatory specifications contained in Section 4, Subsection .5:

Section 4, Subsection 5.1: Vendor's Ability to Meet with Agency Staff, Digital Editor, and Printer

Vendor will be required to work closely with magazine staff, the Chief of Administration Section of the Division of Natural Resources, the Digital Editor Contractor and be available to meet with the printer for press checks, in order to adhere to tight production time deadlines and provides typesetting and proofreading services.

Vendor Response:

Agreed (NHB)

Section 4, Subsection 5.2: Vendor's Verification of Subcontractor

Vendor may subcontract a portion of this contract, but must list subcontractors in their proposal for approval by the State of West Virginia. No changes in subcontractors may be made without the express written consent of the Director of State of Purchasing. Vendor as prime contractor shall be solely responsible for all work performed under any contract resulting from this RFP.

Vendor Response:

Agreed (NHB)

Section 4, Subsection 5.3: Vendor's Experience in all Editorial Functions of a Monthly Magazine

Vendors must have experience in all editorial functions of at least the frequency of a monthly magazine, including, but not limited to, layout, design, securing writers and stories, editing, proofreading, and securing photographs and photographers.

The successful vendor must provide quality editorial, design and layout services for the "Wonderful West Virginia" magazine. Normal publication is monthly with occasional special issues. The regular magazine consists of 32 pages plus cover, four pages. The size is 8 ½" by 11" full printed inside pages on 70 lb. Forestry Stewardship Council (FSC) Number 1 grade gloss text and 80 lb. FSC Number 1 cover gloss paper. The printing is four color processes throughout with fifth and sixth color at the editor's discretion. Post card inserts 15" x 5 ¾" printed two sides; one color on 90 lb. white index with two perforations will be in each issue. Final issue notices will be bound with 11" x 17" 90 lb. white index sheet of paper; printed two sides, two colors. From time to time, the editor may be required to design one or more flyers to be inserted or blown in designated issues of the magazine. Size 11" x 17" folded once to 8 ½" x 11", process color, two (2) sides to be bound at the centerfold of the magazine. Additional eight-page signatures may be required for some issues. Printing process is sheet-fed offset lithography with binding saddle stitched, 11" way with two long crown 5/8" stitches.

The editor or design firm will provide the printer with vertical frame digital photographs in CMYK measuring at least 9 x 12 inches at 300 dpi and horizontal frame digital photographs in CMYK measuring at least 11 x 17 inches at 300 dpi, and artwork scanned at 1200 dpi.

The editor or design firm will then provide a complete layout in digital format. Editor will check digital proofs and indicate corrections necessary by the printer. Successful vendor must be available to meet with the printer for press check. If errors are found at this point the successful vendor shall be responsible for any changes for new plates. The DNR publisher or his or her designee shall have final approval of each issue.

Vendor Response:

Agreed (NTTB)

Section 4, Subsection 5.4: Vendor's Ability to Meet Publishing Deadlines

Publication of the magazine must be completed under a very tight schedule in order to have magazines delivered to subscribers in a timely manner. The schedule is as follows:

Monthly Editorial Schedule for Wonderful West Virginia magazine (Current)

1. First set of proofs in PDF format to DNR near the 10th of the month. Expected turnaround in 2-3 days from the date of receipt. For example, a January publication date would fall on the 10th of November.
2. Ads due to editorial vendor by the 1st of the month. 2 months prior to the publication date. For example, a January publication date would be November 1st.
3. Editorial vendor sends complete, corrected file to print vendor electronically (uploading to printer website) by approximately the 16th of the month.
4. Print vendor produces and delivers to DNR and editorial vendor digital color proofs within 3 business days of receipt of file, on approximately the 19th of the month. Printer will not produce color proofs if any elements (e.g., ads, photographs) are missing from the file.
5. DNR and editorial vendor proofread color proofs. Editorial vendor makes corrections to final file and forwards it to print vendor within 2 business days of receipt, on approximately the 21st of the month.
6. Editorial vendor meets with print vendor to make final color adjustments and approve printing of magazine on approximately the 22nd of the month.
7. Printer plates and runs magazine on 27th, 28th, and 29th of the month. (Printing Contractor)
8. Printer sends printed pages to bindery office for folding, gathering, stitching, and trimming on the 30th, 31st, and 1st of the month. (Printing Contractor)

9. Printer sends magazine for labeling on the 2nd of the month. (Printing Contractor)
10. Magazine is mailed on or about the 7th or 8th of the month. (Printing Contractor)

If the vendor is at fault for delay in printing schedule, for failure to meet specified deadlines liquidated damages will be assessed as per section 12 (General Terms and Conditions).

Vendor shall be responsible for obtaining stories/articles relevant to the State of West Virginia and the mission statement of the agency for the magazine that would be of interest to subscribers and comparable to past issues, as well as photographs (color, black and white, and infrared), artwork, etc. to enhance them. **NOTE:** DNR will not be responsible for additional costs of purchasing stories/articles, photographs and artwork. Vendor shall perform proofreading, editing, layout and design of magazine and have the ability to perform this task manually if necessary. Vendor's equipment must be Macintosh compatible or InDesign current version desktop publish program, in rip trapping and computer to plate only.

Vendor Response: Agreed (NHB)

Section 4, Subsection 5.5: Vendor's Certification Regarding All Mandatory Requirements

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

New South Media, Inc.

(Company)

Nikki Bowman, President

(Representative Name, Title)

304.413.0104/304.413.0105

(Contact Phone/Fax Number)

May 9, 2014

(Date)

[Signature]

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: DNR214067

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

<input checked="" type="checkbox"/> Addendum No. 1	<input type="checkbox"/> Addendum No. 6
<input type="checkbox"/> Addendum No. 2	<input type="checkbox"/> Addendum No. 7
<input type="checkbox"/> Addendum No. 3	<input type="checkbox"/> Addendum No. 8
<input type="checkbox"/> Addendum No. 4	<input type="checkbox"/> Addendum No. 9
<input type="checkbox"/> Addendum No. 5	<input type="checkbox"/> Addendum No. 10

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

New South Media Inc
 Company
[Signature]
 Authorized Signature
May 9, 2014
 Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.
 Revised 6/8/2012

State of West Virginia

VENDOR PREFERENCE CERTIFICATE

Certification and application* is hereby made for Preference in accordance with **West Virginia Code**, §5A-3-37. (Does not apply to construction contracts). **West Virginia Code**, §5A-3-37, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the **West Virginia Code**. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Resident Vendor Preference, if applicable.

1. Application is made for 2.5% resident vendor preference for the reason checked:

☒ Bidder is an individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; **or**,

☒ Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; **or** 80% of the ownership interest of Bidder is held by another individual, partnership, association or corporation resident vendor who has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; **or**,

☐ Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; **or**,

2. Application is made for 2.5% resident vendor preference for the reason checked:

☒ Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; **or**,

3. Application is made for 2.5% resident vendor preference for the reason checked:

☐ Bidder is a nonresident vendor employing a minimum of one hundred state residents or is a nonresident vendor with an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia employing a minimum of one hundred state residents who certifies that, during the life of the contract, on average at least 75% of the employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; **or**,

4. Application is made for 5% resident vendor preference for the reason checked:

☒ Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; **or**,

5. Application is made for 3.5% resident vendor preference who is a veteran for the reason checked:

☐ Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; **or**,

6. Application is made for 3.5% resident vendor preference who is a veteran for the reason checked:

☐ Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; **or**,

7. Application is made for preference as a non-resident small, women- and minority-owned business with West Virginia Code §5A-3-59 and West Virginia Code of State Rule 100-1-1:

☐ Bidder has been or expects to be approved prior to contract award by the Purchasing Division as a non-resident small, women- and minority-owned business.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference for such preference, the Secretary may order the Director of Purchasing to: (a) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty be paid or deducted from any unpaid balance on the contract or purchase order.

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

Under penalty of law for false swearing (West Virginia Code, §61-5-3), Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.

Bidder: New South Media, Inc

Date: May 9, 2014

Signed: J. Meade Bu

Title: President/Publisher

I am a WV woman-owned business but ← this mentions non resident, not resident...

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

MANDATE: Under W. Va. Code §5A-3-10a, 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: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: New South Media Inc

Authorized Signature: [Signature] Date: May 9, 2014

State of West Virginia

County of Monongalia, to-wit:

Taken, subscribed, and sworn to before me this 9 day of May, 2014.

My Commission expires August 25, 2021, 2021.

AFFIX SEAL HERE

NOTARY PUBLIC

[Signature: Sarah J Geist]

Purchasing Affidavit (Revised 07/01/2012)

