



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

State of West Virginia  
 Centralized Request for Proposals  
 Consulting

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**BID RECEIVING LOCATION**

BID CLERK  
 DEPARTMENT OF ADMINISTRATION  
 PURCHASING DIVISION  
 2019 WASHINGTON ST E  
 CHARLESTON WV 25305  
 US

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 2026 JUN -9 PM 12:00  
 WV PURCHASING  
 DIVISION

**VENDOR**

**Vendor Customer Code:**

**Vendor Name :**

**Address :**

**Street :**



**City :**

**State :** **Country :** **Zip :**

**Principal Contact :**

**Vendor Contact Phone:** **Extension:**

**FOR INFORMATION CONTACT THE BUYER**  
 Toby L Welch  
 (304) 558-8802  
 toby.l.welch@wv.gov

Vendor Signature X  FEIN#  DATE

All offers subject to all terms and conditions contained in this solicitation

**DESIGNATED CONTACT:** Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

(Printed Name and Title) \_\_\_\_\_

(Address) \_\_\_\_\_

(Phone Number) / (Fax Number) \_\_\_\_\_

(email address) \_\_\_\_\_

**CERTIFICATION AND SIGNATURE:** By signing below, or submitting documentation through *wvOASIS*, I certify that: I have reviewed this Solicitation/Contract in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation/Contract for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that this bid or offer was made without prior understanding, agreement, or connection with any entity submitting a bid or offer for the same material, supplies, equipment or services; that this bid or offer is in all respects fair and without collusion or fraud; that this Contract is accepted or entered into without any prior understanding, agreement, or connection to any other entity that could be considered a violation of law; that I am authorized by the Vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on Vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

*By signing below, I further certify that I understand this Contract is subject to the provisions of West Virginia Code § 5A-3-62, which automatically voids certain contract clauses that violate State law; and that pursuant to W. Va. Code 5A-3-63, the entity entering into this contract is prohibited from engaging in a boycott against Israel.*

\_\_\_\_\_  
(Company)

*M. G.*

\_\_\_\_\_  
(Signature of Authorized Representative)

\_\_\_\_\_  
(Printed Name and Title of Authorized Representative) (Date)

\_\_\_\_\_  
(Phone Number) (Fax Number)

\_\_\_\_\_  
(Email Address)

**REQUEST FOR PROPOSAL**  
**CRFP SEC2600000002**  
**MEDIA/COMMUNICATIONS CONSULTANT FOR THE ONE STOP**  
**SHOP PERMITTING PLATFORM**

Example:

Proposal 1 Cost is \$1,000,000  
Proposal 2 Cost is \$1,100,000  
Points Allocated to Cost Proposal is 30

Proposal 1: Step 1 –  $\$1,000,000 / \$1,000,000 =$  Cost Score Percentage of 1 (100%)  
Step 2 –  $1 \times 30 =$  Total Cost Score of 30

Proposal 2: Step 1–  $\$1,000,000 / \$1,100,000 =$  Cost Score Percentage of 0.909091 (90.9091%)  
Step 2 –  $0.909091 \times 30 =$  Total Cost Score of 27.27273

- 6.8. Availability of Information:** Proposal submissions become public and are available for review immediately after opening pursuant to West Virginia Code §5A-3-11(h). All other information associated with the RFP, including but not limited to, technical scores and reasons for disqualification, will not be available until after the contract has been awarded pursuant to West Virginia Code of State Rules §148-1-6.3.d.

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.

\_\_\_\_\_  
(Company)

\_\_\_\_\_  
(Representative Name, Title)

\_\_\_\_\_  
(Contact Phone/Fax Number)

\_\_\_\_\_  
(Date)

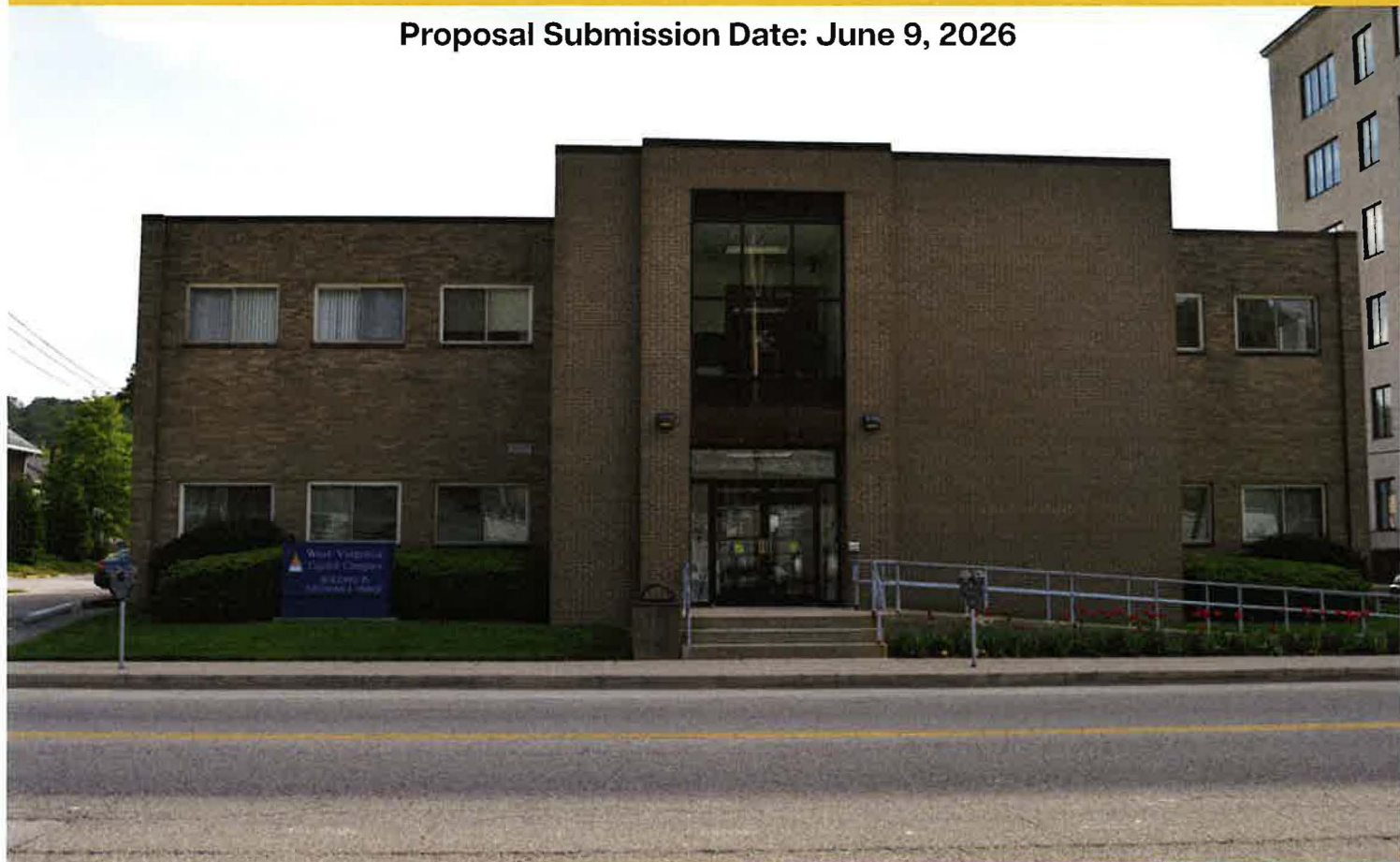
# PROPOSAL FOR MEDIA/COMMUNICATIONS CONSULTANT SERVICES

**MDG**

**Agency:** State of West Virginia  
**Contract Type:** Professional Services

**Initial Contract Term:** One (1) Year  
**Renewal Options:** Up to Four (4) Additional One-Year Renewal Terms

**Proposal Submission Date: June 9, 2026**



## SUPPORTING THE WEST VIRGINIA ONE STOP SHOP PERMITTING PLATFORM

**Submitted To:** West Virginia Department of Administration Purchasing Division

**Submitted By:** MDG PRODUCTIONS

- Strategic Communications
- Public Awareness Campaigns
- Stakeholder Engagement
- Creative Production

**Website:** [www.mdg-productions.com](http://www.mdg-productions.com)

**Portfolio:** [www.vimeo.com/showcase/mdgreels](http://www.vimeo.com/showcase/mdgreels)

**Primary Contact**

**Milton Grays**

Executive Director & Strategic Communications Lead  
[milton@mdgproductions.org](mailto:milton@mdgproductions.org)

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## Helping Organizations Turn Awareness Into Adoption

# EXECUTIVE SUMMARY

## Helping West Virginia Turn Awareness Into Adoption

**MDG Productions** is pleased to submit this proposal to support the State of West Virginia's One Stop Shop Permitting Platform initiative as a strategic communications and media partner. The One Stop Shop initiative represents a significant investment in improving how businesses, citizens, contractors, developers, and stakeholders interact with permitting and licensing services throughout the State. While the platform itself will streamline processes and improve accessibility, its long-term success will depend upon effective communication, stakeholder engagement, public understanding, and user adoption.

MDG Productions understands that the challenge facing West Virginia is not simply promoting a new platform. The challenge is helping multiple audiences understand why the platform exists, how it benefits them, and how it improves their experience interacting with government services. MDG Productions specializes in helping organizations communicate complex initiatives through strategic communications, stakeholder engagement, public awareness campaigns, educational content, and adoption-focused storytelling. Our team understands that modernization efforts succeed when audiences clearly understand the purpose, value, and benefits of change. We help organizations move stakeholders from awareness to understanding, from understanding to trust, and from trust to adoption.

Our team specializes in translating complex initiatives into clear, compelling, and accessible communications that build awareness, increase understanding, foster trust, and encourage action. Unlike traditional communications firms that focus primarily on strategy or public relations, MDG Productions combines strategic communications planning, stakeholder engagement, creative development, video production, graphic design, public awareness campaigns, and content deployment under a single integrated team structure. This approach allows the State to work with one accountable partner from strategy through execution while ensuring consistent messaging, streamlined communication, and efficient project delivery.

**Our proposed communications framework is built around four critical stages of adoption:**

**Awareness** Ensuring target audiences know the platform exists and understand its purpose.

**Understanding** Helping users clearly understand how the platform works and how it benefits them.

**Trust** Building confidence through transparent, consistent, and user-focused communication.

**Adoption** Encouraging stakeholders to actively utilize the platform and incorporate it into their workflows.

MDG Productions brings experience supporting economic development organizations, public awareness campaigns, educational initiatives, workforce development programs, nonprofit organizations, and community engagement efforts. Our work has consistently focused on helping organizations communicate complex information in ways that are understandable, engaging, and actionable.

**Representative experience includes:**

- ④ Dallas Regional Chamber economic development and regional marketing initiatives
- ④ Say Yes to Dallas talent attraction campaign
- ④ Fort Worth Economic Development Partnership communications initiatives
- ④ Youth Guidance's multi-city EVOLVE program storytelling campaign
- ④ Public awareness campaigns including the Take Care of Business COVID-19 initiative
- ④ University of Michigan educational and explainer content
- ④ Community engagement and civic programming campaigns

These experiences have prepared MDG Productions to support the communication needs of a statewide initiative requiring stakeholder alignment, public education, behavioral adoption, and long-term engagement. Our team is prepared to partner with the State of West Virginia to develop strategic, measurable, and accessible communications that support the successful launch, growth, and adoption of the One Stop Shop Permitting Platform.

We appreciate the opportunity to submit this proposal and look forward to helping West Virginia maximize the impact of this important initiative through effective communication, stakeholder engagement, and public awareness.

# WHY MDG PRODUCTIONS

## A Strategic Communications Partner Built for Complex Initiatives

The State of West Virginia requires more than a content producer. The One Stop Shop initiative demands a communications partner capable of helping diverse audiences understand, trust, and adopt a transformational government service. MDG Productions was built around that exact challenge. Our team specializes in communicating complex initiatives through strategic messaging, stakeholder engagement, public awareness campaigns, educational content, and visual storytelling that motivates action. We help organizations bridge the gap between information and understanding.

### The MDG Difference

- 01 Many communications firms focus on strategy.
- 02 Many production companies focus on content creation.
- 03 MDG Productions integrates strategy, stakeholder engagement, creative development, production, and campaign execution under a single leadership structure.
- 04 The result is a streamlined approach that reduces complexity, improves accountability, and accelerates project delivery.

### Executive-Level Involvement

- 01 Every engagement is led by senior leadership.
- 02 **Milton Grays**, Executive Director and Strategic Communications Lead, remains actively involved throughout the project lifecycle, providing direct oversight of communications strategy, stakeholder engagement, project management, and quality assurance.
- 03 The State will not be handed off to junior staff after contract award.
- 04 This structure ensures continuity, accountability, and direct access to decision-makers throughout the engagement.

## One Accountable Partner

**MDG Productions provides a centralized communications model that combines:**

- ① Strategic communications planning
- ② Stakeholder engagement
- ③ Public awareness campaigns
- ④ Creative development
- ⑤ Video production
- ⑥ Graphic design
- ⑦ Social media content
- ⑧ Performance reporting

Rather than managing multiple vendors, the State benefits from one coordinated team responsible for strategy through execution.

## Experience Communicating Complex Information

A core requirement of the One Stop Shop initiative is helping audiences understand complex processes and systems. MDG Productions has extensive experience translating technical, institutional, educational, and economic development information into clear and engaging communications.

**Representative examples include:**

- ① Dallas Regional Chamber economic development initiatives
- ② Say Yes to Dallas talent attraction campaign
- ③ Youth Guidance educational programming
- ④ University of Michigan explainer content
- ⑤ Public awareness campaigns
- ⑥ Workforce development initiatives
- ⑦ Community engagement programs

Our experience allows us to simplify complexity without sacrificing accuracy.

## Scalable Support Model

01

The One Stop Shop initiative will continue to evolve as new agencies, services, permits, and licensing functions are added.

02

MDG Productions is structured to support that growth.

03

Our scalable model combines centralized leadership with specialized creative resources that can expand based on project needs while maintaining consistent quality standards and communications oversight.

04

This approach provides flexibility without the overhead associated with larger agency structures.

## Faster Response Times

01

Public-facing initiatives often require rapid communication support.

02

Because MDG Productions operates with a streamlined leadership structure, we can respond quickly to emerging needs, stakeholder requests, platform updates, and communications opportunities.

03

This agility allows the State to maintain momentum while ensuring communications remain accurate and aligned with project objectives.

## Proven Stakeholder Engagement Experience

Successful communications initiatives depend upon stakeholder alignment.

### Our team has experience working with:

- ④ Economic development organizations
- ④ Educational institutions
- ④ Nonprofit organizations
- ④ Community stakeholders
- ④ Corporate partners
- ④ Public-facing institutions

This experience has strengthened our ability to manage diverse perspectives, facilitate communication, and maintain message consistency across multiple audiences.

## Commitment to Measurable Results

MDG Productions approaches communications as a measurable business function rather than a creative exercise.

### Our work focuses on outcomes including:

- 📈 Increased awareness
- 📈 Improved understanding
- 📈 Stakeholder engagement
- 📈 User adoption
- 📈 Audience participation
- 📈 Campaign performance

This data-informed approach helps ensure communications efforts contribute directly to project success.

## Why MDG Is the Right Partner

**01**

The One Stop Shop initiative requires a partner capable of combining strategic thinking, stakeholder engagement, public awareness, educational communication, and creative execution.

**02**

MDG Productions offers that combination.

**03**

We understand how to communicate change.

**04**

We understand how to engage stakeholders.

**05**

We understand how to simplify complexity.

**06**

And most importantly, we understand how to help organizations move audiences from awareness to adoption.

That is the challenge facing the One Stop Shop initiative, and it is the challenge MDG Productions is uniquely positioned to help solve.

# UNDERSTANDING THE ONE STOP SHOP COMMUNICATIONS CHALLENGE

## Technology Alone Does Not Drive Adoption

The One Stop Shop Permitting Platform represents a significant modernization effort designed to improve how businesses, citizens, contractors, developers, and stakeholders interact with government permitting and licensing services. The platform's technical capabilities are critical. However, technology alone does not guarantee adoption.

The long-term success of the initiative depends on whether users understand the platform, trust the platform, and choose to utilize the platform. This creates a communications challenge that extends beyond marketing. The State must help stakeholders understand a new way of interacting with government services.

## Diverse Audiences Require Diverse Communications

**The One Stop Shop initiative serves multiple stakeholder groups, including:**

- ⦿ Businesses
- ⦿ Contractors
- ⦿ Developers
- ⦿ Citizens
- ⦿ Economic development organizations
- ⦿ State agencies
- ⦿ Local governments
- ⦿ Professional service providers

Each audience has different priorities, concerns, and levels of familiarity with permitting and licensing processes. As a result, communications must be tailored while maintaining a consistent statewide message. A one-size-fits-all communications strategy will not effectively support adoption.

## The MDG Adoption Framework

MDG Productions approaches communications as an adoption strategy rather than a marketing campaign.

**Awareness** Users become aware that the platform exists.

**Understanding** Users understand how the platform benefits them.

**Trust** Users gain confidence in the platform and the information being provided.

**Adoption** Users actively engage with and utilize the platform.

This framework provides a practical roadmap for developing communications that drive measurable outcomes rather than simply generating visibility.

## Stakeholder Alignment Is Essential

The One Stop Shop initiative will involve multiple agencies, departments, and stakeholders over time. Maintaining consistent communication across those groups is essential to building public confidence and avoiding confusion. MDG Productions believes stakeholder engagement should be integrated into every phase of communications planning and execution.

### This includes:

- Discovery interviews
- Stakeholder workshops
- Messaging alignment sessions
- Communication governance
- Ongoing coordination

By creating alignment internally, the State can communicate more effectively externally.

## Accessibility and Public Understanding

Communications are only effective when audiences can understand and act upon the information being provided. For this reason, accessibility, usability, and clarity must remain central to all communications efforts.

### MDG Productions develops communications using:

- Plain-language principles
- WCAG 2.1 AA standards
- Section 508 requirements
- Readability best practices
- Accessible design standards

Our objective is to ensure information is understandable, accessible, and actionable for all audiences.

## Supporting Long-Term Growth

The One Stop Shop initiative will continue to expand over time. As additional services, permits, licenses, and agencies are incorporated into the platform, communications strategies must remain scalable.

MDG Productions develops communications frameworks designed to support future growth without requiring a complete redesign of communications systems. This ensures consistency while allowing flexibility as the platform evolves.

## Our Perspective

The One Stop Shop initiative is not simply a technology project. It is a statewide change management and adoption initiative. Success will depend upon how effectively the State communicates the value of the platform, educates stakeholders, and encourages adoption. MDG Productions is prepared to help West Virginia achieve those objectives through strategic communications, stakeholder engagement, public awareness campaigns, and measurable communication efforts.

## Accessibility Compliance Methodology

MDG Productions incorporates accessibility standards throughout the communications development process to ensure all deliverables meet applicable accessibility requirements and support broad public access.

## Accessibility Workflow

**All communications materials are reviewed through a structured accessibility process that includes:**

- ④ Plain language review
- ④ Color contrast validation
- ④ Alternative text requirements
- ④ Closed captioning standards
- ④ Transcript creation
- ④ Accessible PDF preparation
- ④ Screen reader compatibility review
- ④ Final quality assurance review

## Video Accessibility Standards

**Video deliverables will include:**

- ④ Closed captions
- ④ Accurate transcripts
- ④ Readable on-screen graphics
- ④ Appropriate color contrast
- ④ Audio accessibility considerations where applicable

## Digital Accessibility Standards

**Digital content and web-based communications will be developed using accessibility best practices including:**

- ④ Logical heading structures
- ④ Alternative text for graphics and images
- ④ Keyboard navigation considerations
- ④ Mobile accessibility considerations
- ④ WCAG 2.1 AA informed design principles

## Document Accessibility Standards

**Documents produced under this contract will incorporate:**

- ④ Accessible PDF formatting
- ④ Tagged document structure
- ④ Logical reading order
- ④ Accessible headings
- ④ Alternative text for visual elements

## Accessibility Quality Assurance

Prior to final delivery, communications materials will undergo accessibility review to verify compliance with applicable standards and ensure content is understandable, usable, and accessible to intended audiences. MDG Productions recognizes accessibility as a core component of effective public communication and integrates accessibility considerations throughout planning, development, review, and delivery.

# FIRST 90 DAYS IMPLEMENTATION PLAN

## A Structured Approach to Launch and Adoption

MDG Productions believes successful communications initiatives begin with strong stakeholder alignment, strategic planning, and early momentum. Our first 90 days are designed to establish a strong communications foundation while delivering early wins that support awareness and adoption of the One Stop Shop Permitting Platform.

### **DAYS 1–30** Discovery & Stakeholder Alignment

The first phase focuses on understanding project objectives, stakeholder needs, audience expectations, and existing communications resources.

#### **Key Activities:**

- Project kickoff meeting
- Stakeholder interviews
- Communications audit
- Existing asset review
- Audience identification
- Review of platform functionality and user journeys
- Communications needs assessment

#### **Objectives:**

- Establish communications priorities
- Identify stakeholder expectations
- Understand platform benefits and challenges
- Build alignment among project partners

#### **Deliverables:**

- Discovery Summary Report
- Stakeholder Engagement Framework
- Audience Identification Matrix
- Communications Audit Findings

Insights gathered during discovery are translated into a comprehensive communications strategy.

**Key Activities:**

- Messaging framework development
- Audience segmentation
- Communications roadmap creation
- Content planning
- Campaign planning
- Accessibility planning
- Performance measurement planning

**Objectives:**

- Create a consistent statewide messaging structure
- Develop audience-specific communications approaches
- Establish communication priorities and timelines

**Deliverables:**

- Strategic Communications Plan
- Messaging Architecture Framework
- Communications Calendar
- Campaign Roadmap
- KPI & Reporting Framework

The final phase focuses on preparing communications materials and supporting early campaign execution.

**Key Activities:**

- Creative development
- Video production planning
- Graphic design development
- Social media asset creation
- Stakeholder communications materials
- Website content support
- Launch planning

**Objectives:**

- Build awareness
- Support stakeholder engagement
- Prepare launch-ready communications assets
- Establish performance reporting systems

**Deliverables:**

- Initial Communications Toolkit
- Awareness Campaign Assets
- Stakeholder Engagement Materials
- Social Media Content Package
- Launch Support Materials
- Reporting Dashboard

**Expected Outcomes**

**At the conclusion of the first 90 days, the State will have:**

- A comprehensive communications strategy
- Defined audience segments
- Approved messaging framework
- Launch-ready communications assets
- Reporting and measurement tools
- Stakeholder engagement processes
- A scalable foundation for future communications efforts

This phased approach ensures communications efforts are strategically planned, measurable, and aligned with the long-term success of the One Stop Shop initiative.

# COMMUNICATIONS METHODOLOGY & DELIVERABLES FRAMEWORK

## Turning Complex Information Into Actionable Communication

The One Stop Shop initiative requires more than promotional content. It requires a communications system capable of helping stakeholders understand a new platform, navigate changes, and confidently engage with government services. MDG Productions utilizes a structured communications methodology designed to move audiences from awareness to adoption.

### PHASE 1

### Discovery & Research

Effective communications begin with understanding the audience.

#### Activities include:

- Stakeholder interviews
- Audience research
- Existing communications review
- User journey analysis
- Platform understanding

#### Outputs:

- Audience profiles
- Stakeholder insights
- Communications priorities
- Message requirements

### PHASE 2

### Message Architecture

A consistent messaging framework ensures all communications reinforce the same core objectives.

#### Key Components:

- Core platform messaging
- Audience-specific messaging
- Benefit statements
- Frequently asked questions
- Plain-language communications

#### Outputs:

- Messaging Guide
- Communications Playbook
- Stakeholder Talking Points

## PHASE 3

## Creative Development

Once messaging is established, communications assets are developed to support multiple audiences and communication channels.

### Potential Deliverables Include:

#### Video Content

- Platform overview videos
- Educational videos
- Stakeholder testimonials
- Explainer videos
- Launch videos

#### Graphic Design

- Infographics
- Process diagrams
- Awareness campaign graphics
- Presentation materials
- Print collateral

#### Digital Communications

- Social media content
- Website support content
- Email communications
- Stakeholder updates

#### Educational Resources

- User guides
- FAQs
- Training support materials
- Adoption toolkits

## PHASE 4

## Campaign Execution

Communications assets are deployed through a coordinated communications strategy.

#### Activities include:

- Public awareness campaigns
- Stakeholder outreach
- Educational communications
- Social media campaigns
- Launch support

#### Objectives:

- Build awareness
- Increase understanding
- Encourage participation
- Support adoption

## PHASE 5

## Reporting & Optimization

MDG Productions believes communications efforts should be measurable.

### Potential KPIs include:

- Audience reach
- Engagement rates
- Video performance
- Website traffic
- Social engagement
- Stakeholder participation
- Platform awareness metrics

### Reporting Deliverables:

- Monthly performance summaries
- Quarterly communications assessments
- Campaign effectiveness reviews
- Strategic recommendations

## Communications Ecosystem

The One Stop Shop initiative may require a variety of communication tools working together.

### Examples include:

- Awareness campaigns
- Explainer videos
- Educational graphics
- Stakeholder toolkits
- Social media content
- Website communications
- Email campaigns
- Public-facing presentations

By integrating these tools into a single communications framework, the State can maintain consistent messaging while reaching audiences through multiple channels. This methodology ensures communications efforts remain strategic, measurable, accessible, and aligned with the goals of the One Stop Shop initiative.

## Performance Measurement & Reporting

MDG Productions approaches communications as a measurable function that should support awareness, engagement, understanding, and adoption objectives.

### Key Performance Indicators

Depending upon campaign objectives and available data sources, performance metrics may include:

- Audience reach
- Website traffic
- Social engagement
- Video completion rates
- Stakeholder participation
- Content engagement
- Awareness campaign performance
- User adoption indicators

### Reporting Framework

MDG Productions will provide ongoing reporting and strategic recommendations that may include:

- Monthly communications summaries
- Campaign performance dashboards
- Quarterly performance reviews
- Strategic optimization recommendations

### Continuous Improvement

Performance data will be reviewed regularly to identify opportunities for refinement, improve audience engagement, strengthen messaging effectiveness, and support long-term adoption goals. This data-driven approach ensures communications efforts remain aligned with project objectives and stakeholder needs.

# PROJECT GOVERNANCE, TEAM STRUCTURE & RISK MITIGATION

## A Proven Framework for Accountability and Execution

Successful communications initiatives require more than creative assets. They require clear leadership, defined responsibilities, consistent stakeholder communication, and accountability throughout the project lifecycle. MDG Productions utilizes a centralized governance model designed to ensure efficient decision-making, streamlined communication, and consistent execution. This structure provides the State of West Virginia with a clear point of accountability while allowing access to specialized communications resources as project needs evolve.

### Project Governance Structure

#### State of West Virginia

The State's designated project representatives will provide strategic direction, stakeholder feedback, approvals, and project priorities.

## Milton Grays

### Executive Director & Strategic Communications Lead

Milton Grays will serve as the primary point of contact and executive lead for the engagement.

#### Responsibilities include:

- Executive project oversight
- Strategic communications leadership
- Stakeholder engagement
- Messaging development
- Quality assurance
- Client relationship management
- Communications planning
- Risk management
- Executive reporting

Milton brings experience supporting economic development organizations, educational institutions, nonprofit organizations, public awareness campaigns, and stakeholder-driven communications initiatives throughout the United States.

## Karla Griffith

### Stakeholder Communications & Public Relations Lead

Karla Griffith will support stakeholder communications and coordination throughout the project lifecycle.

#### Responsibilities include:

- Stakeholder engagement support
- Communications coordination
- Review management
- Public relations support
- Meeting coordination
- Communications scheduling
- Stakeholder outreach

Karla's experience supporting corporate and public-facing communications initiatives strengthens MDG's ability to manage stakeholder relationships and communications alignment.

## Aiyana Newman, M.S.

### Audience Engagement & Communications Strategy Lead

Aiyana Newman will support audience-focused communications planning and campaign strategy.

#### Responsibilities include:

- Audience segmentation
- Communications planning
- Social media strategy
- Engagement analysis
- Campaign optimization
- Reporting support

Her experience supporting national brands and audience engagement initiatives provides valuable expertise in understanding audience behavior and communication effectiveness.

## Creative Production Team

MDG Productions maintains an integrated creative team capable of supporting:

#### Responsibilities include:

- Video production
- Graphic design
- Motion graphics
- Photography
- Social media content
- Educational content
- Presentation development
- Campaign assets

This structure allows communications strategies to move efficiently from planning into production without requiring multiple outside vendors.

## Communication Cadence

MDG Productions believes consistent communication is essential to project success.

### Weekly

- Project status meetings
- Deliverable updates
- Stakeholder feedback review
- Upcoming priorities discussion

### Monthly

- Performance reporting
- Communications planning review
- Campaign progress assessment
- Strategic recommendations

### Quarterly

- Communications strategy evaluation
- Stakeholder alignment review
- Long-term planning discussions
- Optimization recommendations

This cadence provides transparency while maintaining project momentum.

## Review & Approval Process

MDG Productions utilizes a structured review process designed to reduce delays and improve communication efficiency.

### Step 1: Internal Development

Content is developed and reviewed internally for quality, strategy alignment, and accessibility.

### Step 2: State Review

Materials are submitted to designated State representatives for review and feedback.

### Step 3: Revision & Refinement

Feedback is incorporated while maintaining strategic consistency and project objectives.

### Step 4: Final Approval

Approved materials are prepared for distribution, publication, or deployment.

This process ensures accountability while maintaining efficient project timelines.

## Risk Mitigation Strategy

Large-scale communications initiatives often face challenges related to stakeholder alignment, message consistency, approvals, and changing priorities. MDG Productions proactively addresses these risks through structured governance and communication processes.

### Risk: Inconsistent Messaging

#### Mitigation:

- ⦿ Centralized messaging framework
- ⦿ Communications playbook
- ⦿ Executive oversight

### Risk: Stakeholder Misalignment

#### Mitigation:

- ⦿ Regular stakeholder meetings
- ⦿ Defined communication channels
- ⦿ Governance structure

### Risk: Approval Delays

#### Mitigation:

- ⦿ Structured review process
- ⦿ Defined approval workflow
- ⦿ Early stakeholder involvement

### Risk: Accessibility Compliance Issues

#### Mitigation:

- ⦿ WCAG 2.1 AA reviews
- ⦿ Accessibility testing
- ⦿ Quality assurance procedures

### Risk: Changing Priorities

#### Mitigation:

- ⦿ Flexible communications planning
- ⦿ Ongoing stakeholder communication
- ⦿ Scalable resource allocation

## Why This Governance Model Works

The One Stop Shop initiative will continue to evolve over time. As new agencies, services, permits, and stakeholder groups are incorporated, communications efforts must remain organized, scalable, and consistent. MDG Productions' governance structure provides the flexibility necessary to support that growth while maintaining accountability, communication quality, and stakeholder confidence. Our objective is not simply to produce communications materials. Our objective is to serve as a trusted communications partner that helps the State successfully guide stakeholders through awareness, understanding, trust, and adoption of the One Stop Shop initiative.

# ACCESSIBILITY, QUALITY ASSURANCE & COMPLIANCE

Helping West Virginia Turn Awareness Into Adoption

The One Stop Shop initiative is designed to improve access to government services. As a result, communications supporting the platform must be accessible, understandable, and usable by diverse audiences. MDG Productions integrates accessibility considerations throughout the communications development process rather than treating accessibility as a final compliance check. This approach ensures communications are inclusive from the beginning.

## Accessibility Standards

**MDG Productions will develop communications materials consistent with:**

**WCAG 2.1 Level AA Standards**

**Including requirements related to:**

- ⦿ Perceivable information
- ⦿ Operable interfaces
- ⦿ Understandable content
- ⦿ Robust digital experiences

**Section 508 Compliance**

**Supporting accessibility for electronic communications and digital content.**

**Plain-Language Communications**

Ensuring information is understandable for audiences with varying levels of technical expertise and familiarity with permitting processes.

## Accessible Communications Practices

### Video Content

- Closed captions
- Accurate transcripts
- Readable graphics
- Accessible visual design

### Graphic Design

- Appropriate color contrast
- Readable typography
- Clear visual hierarchy
- Accessible layouts

### Digital Documents

- Tagged PDFs
- Alternative text
- Logical reading order
- Screen-reader compatibility

### Written Communications

- Plain-language principles
- Clear headings
- Consistent formatting
- Readability optimization

## Quality Assurance Process

Every communications asset undergoes a structured review process.

**Strategic Review** Ensures alignment with project objectives and messaging.

**Creative Review** Ensures quality, consistency, and communication effectiveness.

**Accessibility Review** Verifies compliance with accessibility standards.

**Stakeholder Review** Allows project representatives to verify accuracy and alignment.

**Final Validation** Confirms all feedback has been incorporated prior to release.

## Commitment to Continuous Improvement

Accessibility and communication effectiveness are ongoing priorities. MDG Productions continuously evaluates communications performance, accessibility standards, and stakeholder feedback to improve communications quality throughout the life of the contract. Our objective is to ensure every communication developed for the One Stop Shop initiative is accessible, understandable, and effective in supporting public awareness and adoption.

## CASE STUDY #1

# DALLAS REGIONAL CHAMBER & SAY YES TO DALLAS

## Economic Development, Talent Attraction & Regional Awareness

### Overview

The Dallas Regional Chamber serves as one of the largest regional chambers of commerce in the United States, supporting economic development, workforce growth, business recruitment, and regional competitiveness throughout the Dallas–Fort Worth region. MDG Productions partnered with the Dallas Regional Chamber to develop storytelling and communications assets designed to increase awareness of North Texas as a destination for business investment, workforce talent, innovation, and economic opportunity. These initiatives required collaboration with economic development leaders, corporate executives, entrepreneurs, workforce organizations, and community stakeholders while maintaining consistent messaging across multiple communications channels.

### Challenge

The Dallas Regional Chamber needed to communicate complex economic development initiatives and regional advantages to a broad audience that included:

- Businesses
- Investors
- Site selectors
- Workforce talent
- Community stakeholders
- Economic development partners

Communications needed to be informative, engaging, and accessible while reinforcing the region's competitive advantages.

### Solution

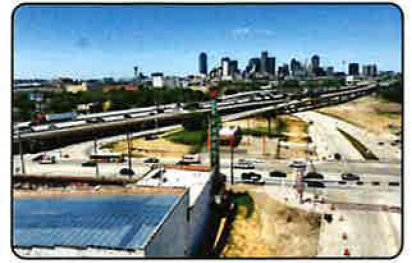
MDG Productions developed executive storytelling content, economic development videos, workforce-focused communications assets, and public awareness content designed to highlight the region's growth, innovation, and opportunity.

## Representative projects included:

### DRC DICE Series

A multi-video economic development series highlighting innovation, business growth, workforce development, and regional opportunity.

▶ <https://vimeo.com/showcase/drcdice>



### DFW Regional Economic Development Overview

A regional storytelling piece positioning Dallas–Fort Worth as a destination for business investment and talent attraction.

▶ <https://vimeo.com/1154058109>



### Say Yes to Dallas Campaign

Regional marketing initiative promoting Dallas as a destination for relocation, workforce opportunity, and economic growth.

▶ <https://vimeo.com/1117526600>



### Say Yes to Dallas x Mark Cuban

High-profile campaign featuring entrepreneur Mark Cuban to support regional visibility and awareness.

▶ <https://vimeo.com/1117517326>



### Capabilities Demonstrated

- Economic development communications
- Public awareness campaigns
- Stakeholder engagement
- Executive storytelling
- Regional branding
- Multi-channel communications
- Community engagement

## Relevance to the One Stop Shop Initiative

Like the One Stop Shop initiative, these projects required communicating complex topics to diverse audiences while encouraging awareness, understanding, and participation. The experience demonstrates MDG Productions' ability to help organizations communicate large-scale initiatives that require public engagement, stakeholder alignment, and long-term adoption.

## Scope & Stakeholder Coordination

These initiatives required coordination with economic development leaders, corporate executives, entrepreneurs, workforce organizations, municipal stakeholders, and regional partners.

### Communications efforts supported:

- ③ Regional economic development initiatives
- ③ Workforce attraction efforts
- ③ Business recruitment and retention programs
- ③ Public-facing awareness campaigns
- ③ Executive and stakeholder communications

Projects required translating complex economic development topics into clear, engaging communications assets that could be understood by diverse audiences while maintaining strategic consistency across multiple channels.

CASE STUDY #2  
**YOUTH GUIDANCE  
EVOLVE PROGRAM**

**Multi-City Education, Stakeholder  
Engagement & Adoption Communications**

**Overview**

Youth Guidance is a nationally recognized nonprofit organization supporting students, educators, and school districts through evidence-based youth development programming. MDG Productions partnered with Youth Guidance to develop storytelling initiatives designed to increase awareness, understanding, and support for the EVOLVE program and other organizational initiatives.

**Challenge**

Youth Guidance needed communications assets capable of demonstrating program impact while engaging multiple stakeholder groups, including:

- Students
- Educators
- School administrators
- District leaders
- Community partners
- Donors
- Public audiences

The organization required communications that could clearly explain program value while encouraging engagement and support.

**Solution**

MDG Productions conducted interviews and developed storytelling content across multiple cities and stakeholder groups to highlight program outcomes, participant experiences, and educational impact.

## Representative projects included:

### EVOLVE Program

Multi-city storytelling initiative highlighting student, educator, and district-level impact.

▶ <https://vimeo.com/1151711653>



### 100 Years of Impact

Centennial storytelling project celebrating organizational legacy and long-term community impact.

▶ <https://vimeo.com/1117489073>



### Education & Storytelling Reel

Compilation of education-focused storytelling and institutional communications projects.

▶ <https://vimeo.com/1117426804>



### Capabilities Demonstrated

- ⦿ Stakeholder engagement
- ⦿ Educational communications
- ⦿ Behavior-change messaging
- ⦿ Community awareness
- ⦿ Multi-city coordination
- ⦿ Program adoption communications
- ⦿ Documentary storytelling

### Relevance to the One Stop Shop Initiative

The One Stop Shop initiative requires users to understand and adopt a new process. Similarly, Youth Guidance's communications efforts focused on helping audiences understand program value, build trust, and increase participation. These projects demonstrate MDG Productions' ability to support adoption-focused communications strategies that encourage stakeholder engagement and action.

CASE STUDY #3

# PUBLIC AWARENESS CAMPAIGN EXPERIENCE

## Take Care of Business COVID-19 Awareness Campaign

### Overview

MDG Productions supported public awareness communications designed to educate audiences and encourage participation in a large-scale public health initiative.

▶ <https://www.youtube.com/watch?v=tdkY8YqPJbU>



### Communications Objectives

- ⊗ Increase public awareness
- ⊗ Simplify complex information
- ⊗ Encourage public participation
- ⊗ Support community engagement
- ⊗ Deliver clear, accessible messaging

### Capabilities Demonstrated

- ⊗ Public awareness campaigns
- ⊗ Community engagement
- ⊗ Multi-audience communications
- ⊗ Educational content development
- ⊗ Behavior-change communications

## Relevance to the One Stop Shop Initiative

Like the One Stop Shop initiative, this campaign required translating complex information into clear, accessible communications that encouraged audience understanding and action. The project demonstrates MDG Productions' ability to support awareness, education, and adoption-focused communications efforts at scale.

# ADDITIONAL RELEVANT EXPERIENCE

## Fort Worth Economic Development Partnership

Communications support for workforce development, innovation, and economic investment initiatives associated with the Bell VRC JETI program.

▶ <https://vimeo.com/1117487808>



## University of Michigan – Deep Blue Data

Animated explainer content developed to simplify complex institutional systems and improve audience understanding.

▶ <https://vimeo.com/1001762344>



## Chicago Public Library – One Book, One Chicago

Public engagement initiative supporting community participation, cultural programming, and educational outreach.

▶ <https://www.youtube.com/watch?v=ge9-icRgNec>



## BioNTX

Economic development communications highlighting biotechnology innovation, workforce growth, and regional investment.

▶ <https://vimeo.com/1155851782>



These projects further demonstrate MDG Productions' experience communicating complex topics, engaging diverse audiences, and supporting awareness-driven initiatives across public, educational, and economic development sectors

## REFERENCES

### **Rebecca Robinson**

Managing Director, Regional Marketing  
Dallas Regional Chamber  
rrobinson@dallaschamber.org  
214-746-6694

### **Jessica Heer**

Executive Vice President  
Fort Worth Economic Development  
Partnership  
jessica@fortworthedp.com  
817-880-8459

### **Michelle Morrison**

Chief Executive Officer  
Youth Guidance  
michelle.morrison@youthguidance.org  
312-404-3272

## CONCLUSION

The One Stop Shop Permitting Platform represents an important opportunity to improve how businesses, citizens, contractors, developers, and stakeholders interact with government services throughout West Virginia. MDG Productions understands that successful implementation depends not only on technology, but on awareness, understanding, trust, and adoption.

Our team brings experience supporting economic development organizations, public awareness campaigns, educational initiatives, stakeholder engagement efforts, and communications programs designed to simplify complex information and encourage action.

By combining strategic communications planning, stakeholder engagement, creative development, and measurable campaign execution, MDG Productions is prepared to help the State of West Virginia build awareness, increase understanding, and support long-term adoption of the One Stop Shop initiative. We appreciate your consideration and welcome the opportunity to serve as the State's communications partner for this important modernization effort.