

ORIGINAL

10/08/21 11:45:40
WV Purchasing Division



THE MANAHAN GROUP

Do Good Work. Make Money.
Have Fun. Give Back.

**RESPONSE TO
CRFP: HHR2200000001 -
Advertising Services**

October 8, 2021

George Manahan / gmanahan@manahangroup.com

THE MANAHAN GROUP LLC

227 Capitol Street, Suite 500 / Charleston, WV 25301
p: 304.343.2800 / f: 304.343.2788 / manahangroup.com



Table of Contents

Overview	1
Services	2-3
On Target Strategic Development Process	4-5
Staff Bios	6-9
4.1	10
4.2	10
4.2.1	10
4.2.1.1	11
4.2.1.2	11-16
4.2.1.3	16-21
4.2.1.4	21-24
4.2.1.5	25-27
4.2.1.6	27-32
4.2.1.7	32-35
4.2.1.8	35-39
4.2.1.9	39-41
4.2.1.10	41-43
4.2.1.11	43-46

Table of Contents

4.2.1.12	46-49
4.2.1.13	49-50
4.2.1.14	50-52
4.2.1.15	52-54
4.2.1.16	54-60
4.2.1.17	60
4.2.1.17.1	60-62
4.2.1.17.2	62-64
4.2.1.17.3	65-66
4.2.1.17.4	66-68
4.2.1.17.5	68-71
4.2.1.18	71-77
4.2.2	77-78
4.2.2.1	78
4.2.2.2	78
4.3	78
4.3.1	78
4.3.1.1	79

Table of Contents

4.3.1.1.1	79
4.3.1.1.2	79
4.3.1.1	79
4.3.1.2.1	79
4.3.1.2.2	80
4.3.1.2	80
4.3.1.3.1	80
4.3.1.3.2	80
4.3.1.6	80
4.3.1.6.1	80
4.3.1.6.2	81
4.3.1.7	81
4.3.1.8	81
4.3.2	81
4.3.2.1	82
4.3.2.2	82
4.3.2.3	82
4.3.2.4	82

Table of Contents

4.3.2.5	82
4.3.2.6	83
4.3.2.7	83
4.3.2.8	83
5.1	83
5.2	83
5.3	83
5.3.1	84
5.3.2	84
5.3.3	84
5.3.4	84
Addendum A	
Addendum B	
Addendum C	
Addendum E	
Addendum F	
Enclosed Hard Drive - Audio and Video Files	

OVERVIEW

The Manahan Group LLC is pleased to submit this response to the Centralized Request for Proposal (CRFP) by the West Virginia Department of Health and Human Resources for advertising services. The Manahan Group's response clearly shows that it not only meets, but exceeds, the agency's requirements:

The Manahan Group is one of West Virginia's most experienced full-service advertising, marketing and public relations firms with its main office in downtown Charleston. We aren't based in California or some other state, but one block from the DHHR's main office.

As requested in the response, our staff features two experts in public health:

- Jessica Gamponia Wright, RN, MPH, CHES
- Nicholas Miceli, Ph.D., MS Public Health – Epidemiology

Wright has 28 years of public health experience, most of them for the West Virginia Department of Health and Human Resources. She recently retired as the Interim Co-Director for the Office of Community Health Systems and Health Promotion.

Miceli, an epidemiologist, is very familiar with West Virginia, having taught at Concord University in Athens, WV and received his Masters degree in Epidemiology from Ohio State University.

We have worked on many public health campaigns over our eighteen (18) years. Our agency's first campaign was the highly successful RAZE campaign, which led to a 32 percent decline in teen tobacco use in West Virginia. Most recently, the agency has worked on DHHR's Opioid Use campaign and the Department of Motor Vehicles' Seat Belt Safety and Drunk Driving campaigns.

The Manahan Group boasts a staff of twelve (12) communications professionals: nine (9) full-time and (3) part-time. In addition to the two health experts listed above, TMG features: George Manahan, Owner + CEO; Bethany West, Vice-President + Senior Media Buyer; Ron Jarrett, Vice-President + Comptroller; Tammy Harper, Senior Account Manager; Jennifer Fields, Designer + Content Creator; Jessi Weddington, Account Coordinator; Sarah Prince, Designer + Motion Graphics Designer; Sean Hyde, Social Media Director; Susan Manahan, Administrative Assistant; and part-time Media Assistant Lee Ann Browning.

Over the past eighteen (18) years, The Manahan Group LLC has been honored as an industry leader by the West Virginia Chapter of the Public Relations Society of America (PRSA-WV), American Advertising Federation (AAF-WV) and the national Telly Awards. PRSA-WV has recognized TMG with its "Best in West Virginia" award five times, two of those times for creating and establishing the successful RAZE Teen Anti-Tobacco campaign.

CEO George Manahan was recognized in 2014 with the PRSA-WV Chapter Lifetime Achievement Award. He was only the fourth person to receive the honor in the organization's thirty (30) year history. In addition, Manahan was named to the 2016 State Journal's Who's Who in West Virginia and the 2018 West Virginia Executive's Sharp Shooter class.

We are pleased to provide you with our credentials.

SERVICES

TMG provides clients with a comprehensive array of services that include:

- Account management
- Advertising
- Art direction and graphic design
- Brand development and execution
- Coalition development
- Copywriting and copyediting
- Corporate identity
- Crisis communications
- Digital campaign management
- Event planning
- Illustration
- Interactive, app and web design
- Issues management
- Market research
- Measurement and evaluation
- Media analysis
- Media planning, buying and management
- Media relations
- Out-of-home advertising
- Production management
- Public relations
- Radio, television and print coordination
- Research
- Social media content development and execution
- Speech writing

- Spokesperson training
- Strategic counsel, planning and concept development
- Video production and editing

ON TARGET STRATEGIC DEVELOPMENT

To ensure success of each campaign, The Manahan Group LLC (TMG) has a five-step strategic development process called On Target.

The planning process involves the client in the development of an itemized marketing plan and budget and provides deadlines for each project. On Target is the basis for the development of ideas that produce incredible campaigns and tremendous results. It is a five-step journey into a client's unique and specific marketing needs. The client is fully involved at the outset of the campaign development and participates in mapping a plan for success.

1. RESEARCH – TMG believes that every marketing effort needs some level of research in order to be successful. Secondary research can aid the understanding of the issue's current status and in gauging the success or failure of other similar campaigns. Primary research, including focus groups, surveys and media analysis, can be the key to unlocking current attitudes and opinions of audiences and to testing various creative approaches.

2. STRATEGIC PLANNING – TMG routinely conducts strategic planning sessions with clients during which results are reviewed and the assessment team uses the research findings to develop the basis for a marketing and public relations plan. Initial ideas for budget, tactics and timelines are also established.

3. CAMPAIGN DEVELOPMENT – In this phase, TMG will develop a campaign based upon the decisions in the strategic planning session. Campaign development may include the creation of creative materials, a public relations strategy, media buying and paid advertisements. The plan is a living document, meaning changes deemed necessary during implementation can be easily executed.

4. IMPLEMENTATION – At this stage, all of the campaign elements will be executed according to the established budget and timeline.

5. MEASUREMENT – TMG is dedicated to producing measurable results for clients. Those results may be measured in a variety of ways. The method of measurement will be determined during the initial client meeting.

Each of the five-steps involves an open discussion and information sharing. An On Target session can last a few hours or an entire day, depending on the client's needs. The end of the session results in the development of agreed-upon goals, objectives and tactics. We have also found that it results in a comfortable, easy and professional relationship between the client and the agency.

After the On Target session, The Manahan Group LLC will provide the client with a strategic plan that will include the following:

- Campaign goals and objectives
- Messaging
- Target audiences
- Market recommendations
- Tactics, including advertising, public relations and social media development

- **Measurement guidelines**

TMG will utilize the On Target process to clearly plan and strategize for the scope of work outlined in this proposal.

STAFF BIOS

GEORGE MANAHAN, OWNER + CEO

As founder and CEO, George brings tremendous advertising, public relations and grassroots experience to the team. George's work in advertising and PR agency management combined with former jobs in journalism and as press secretary to Governor Caperton led him to establish The Manahan Group.

George has been in advertising, public relations and media for over thirty (30) years. He was only the fourth person in the thirty (30) year history of the West Virginia Chapter of the Public Relations Society of America (PRSA-WV) to receive the group's Lifetime Achievement Award. He was also named PR Practitioner of the Year in 2010 and received the Silver Medal Award from the American Advertising Federation of West Virginia (AAF-WV) for his work on behalf of West Virginia's advertising industry. George is a graduate of Bethany College with a degree in Communications.

BETHANY WEST, VICE PRESIDENT + SENIOR MEDIA BUYER

Bethany's work planning and purchasing media has touched millions of people in markets nationally and regionally, around the state and around town. Bethany knows how to identify target audiences and the best method to reach them, and she helps each client reach their goals within budget. Her relationships with media outlets often result in more cost-effective placement. Bethany has experience with media buys for the West Virginia Department of Health & Human Resources, West Virginia Department of Highways, West Virginia Division of Motor Vehicles, Hartford Funds – SMART529 Education Savings Solution and the West Virginia State Treasurer's Office.

She is skilled at market research, media placement, tracking and analysis. She is a graduate of Marshall University with a degree in Marketing and has been with TMG for nineteen (19) years. In addition to her work for TMG she also served as Executive Director of the American Advertising Federation - West Virginia (AAF-WV).

RON JARRETT, VICE PRESIDENT + COMPTROLLER

Ron has over a decade of experience working on the business side of advertising. His experience in accounting and business management helps him to ensure that all the work the agency does is completed within budget. Ron has a Bachelor of Science degree in Human Resource Management from West Virginia University.

TAMMY HARPER, SENIOR ACCOUNT MANAGER

Tammy is a Senior Account Manager at The Manahan Group LLC (TMG) with more than twenty (20) years of experience in advertising and public relations, twelve (12) of which have been with our agency. She has an enthusiastic approach and brings strong organizational and project management skills as well as marketing strategy and media relations.

She is a past president of the West Virginia Chapter of the Public Relations Society of America (PRSA-WV) and also served as the Events Volunteer for The Humane Society of the United States.

JENNIFER FIELDS, DESIGNER + CONTENT CREATOR

A talented writer, copy editor and graphic designer, Jennifer has more than seventeen (17) years of experience in the communications field. She brings her skills as a former newspaper editor and healthcare marketer to assist with design work and the coordination and development of social media for all of our clients. A print journalism major, she is skilled at conceptualizing and preparing work while meeting tight deadlines. In the past, she's written in-depth pieces for publications like Bridges Magazine, Portsmouth Metro Magazine and Rowan 24/7 Magazine.

Jennifer has a bachelor's degree in Print Journalism from Morehead State and recently completed an online social media course from Northwestern University.

JESSI WEDDINGTON, ACCOUNT COORDINATOR

Jessi joined The Manahan Group earlier this year as an Account Coordinator. She has over twelve (12) years of professional marketing experience across various industries: health, entertainment, travel, and education. Jessi brings her strong organizational and project management skills to the advertising world. She has a well-rounded background, ranging from student public relations campaigns to international work experience in Australia, and exposure to a wide range of marketing activities. Jessi has a bachelor's degree in business administration with a minor in economics and a master's degree in journalism with a public relations concentration from Marshall University.

SARAH PRINCE, MOTION GRAPHICS + DESIGNER

As the newest addition to The Manahan Group (TMG) team, Sarah is a talented graphic designer and animator. She has a passion for animation and likes creating 2-D animation and video content. When creating animations, Sarah enjoys the process, as well as the patience and ability of creating and bringing movement to a static design.

Sarah has a bachelor's degree in Digital Arts from Bowling Green State University and a master's degree in Motion Media and Design from Savannah College of Art & Design.

SEAN HYDE, SOCIAL MEDIA DIRECTOR

Regarded as one of the state's premiere digital marketing experts, Sean Hyde is an expert in his field. He helps clients work through innovative digital marketing solutions such as digital media buying and ad campaign management, social media strategy and management, branding, website development, search engine optimization and more. In addition to in depth experience running campaigns for local, national and international organizations, he has presented at professional marketing events, industry events, universities and online summits. Sean also holds the following certifications and designations:

certified digital marketing professional, certified commerce marketing specialist, certified search marketing specialist, certified data & analytics specialist, certified email marketing specialist, certified social & community manager, certified optimization & testing specialist, certified customer acquisition specialist, certified customer value optimization specialist and certified content marketing specialist.

SUSAN MANAHAN , ADMINISTRATIVE ASSISTANT

Susan has been with The Manahan Group for the past twelve (12) years. She provides assistance in many areas, including billing, media buying, and direct mail. Previously, she worked with the West Virginia Legislature, serving in the House Finance Committee and Legislative Services for over a decade. She has also worked in the Secretary of State's Office.

JESSICA GAMPONIA WRIGHT RN, MPH, CHES, HEALTHCARE COMMUNICATIONS SPECIALIST

Jessica recently joined The Manahan Group LLC to assist on all public health projects for the agency. Jessica has been working in the public health field for over 28 years.

Previously serving as the Interim Co-Director for the Office of Community Health Systems and Health Promotion since the beginning of 2021, she was the Director for the Division of Health Promotion and Chronic Disease for twelve (12) years at the WV Bureau for Public Health. She led the Health Equity Action Team that moves forward actions for changing how WV addresses the social determinants of health. She has facilitated implementation of several synergistic projects that utilizes different perspectives and categorical funding sources to better meet the needs of state residents.

She utilized a team-based approach in addressing health in West Virginia within the Bureau, and with agencies outside of the Bureau. West Virginia has produced impactful outcomes addressing obesity prevention and health equity resulting in the National Association of Chronic Disease Directors awarding the Bureau \$300,000 in funding for "*Building Resilient Inclusive Communities.*" She also led the Race and Ethnicity component of "Addressing Disparate Populations" – Race and Ethnicity and Rural Communities resulting in West Virginia receiving \$30,370,777.

DR. NICHOLAS MICELI, EPIDEMIOLOGY COMMUNICATIONS SPECIALIST

Dr. Miceli is an analytically minded researcher with experience in statistical and epidemiologic assessment analysis. He specializes in epidemiology, health behavior and promotion, and data science applications such as SAS, STATA, R, SPSS and MS Access. He is passionate about solving complex problems with a combined ability to clearly and effectively tell a data-driven story that can be understood by those outside of the field. Currently teaching at Park University in Parkville, MO, from 2009-2011 Dr. Miceli taught here in West Virginia at Concord University in Athens.

His current research projects include a meta-analysis of diabetic retinopathy in African nations (targeted to peer-reviewed journals dealing with diabetes or medical practitioners specializing in the eye); and a study on program assessment based on training results and subject persistence, based on a pre-test

post-test design measuring performance as subjects progress through successive levels of training (targeted to peer-reviewed journals dealing with human resource management). His previous research has examined how persons with disabilities are treated in the selection interviewing process.

LEE ANN BROWNING, MEDIA ASSISTANT

Lee Ann has several years of experience assisting our Accounting and Media Departments. With her strong organizational and data entry skills she helps to ensure account payables and receivables are processed in a timely manner. In addition to assisting the two departments, she often shares her strong baking skills with the entire agency.

SECTION 4: PROJECT SPECIFICATIONS

4.1. Background and Current Operating Environment: The West Virginia Department of Health and Human Resources is a state government agency serving the citizens of the state demographically in 55 counties; operating local and regional offices and facilities in all aspects of public health and human services, including seven hospital facilities. The agency employs approximately 6,000 people.

The agency's mission is to promote and provide appropriate health and human services for the people of WV to improve their quality of life.

The Manahan Group LLC understands that the mission of the West Virginia Department of Health and Human Resources is to promote and provide appropriate health and human services for the people of West Virginia to improve their quality of life.

4.2. Project Goals and Mandatory Requirement: Vendor should describe its approach and methodology to providing the service or solving the problem described by meeting the goals/objectives identified below. Vendor's response should include any information about how the proposed approach is superior or inferior to other possible approaches.

The Manahan Group LLC provides the services outlined in this RFP to a number of different clients year in and year out. Case studies showing how we reach these project goals and exceed these mandatory requirements can be found embedded within the answers to 4.2.1.2. thru 4.2.1.18. which answer Section 4.2.1. and 4.2.1.1.

4.2.1. Goals and Objectives - The project goals and objectives are listed below.

The Manahan Group LLC exceeds the project goals and objectives listed below, as noted in the responses to 4.2.1.2. thru 4.2.1.18. which answer Section 4.2.1. and 4.2.1.1.

4.2.1.1. Professional Advertising and Marketing

To procure the services of a professional advertising and marketing vendor capable of providing creative public relations, media and consultation expertise, public health-related research analysis [with an emphasis on the Centers for Disease Control and Prevention (CDC) Clear Communication Index, <https://www.cdc.gov/ccindex/index.html> and public health-related outreach, educational services and technical assistance to develop and implement comprehensive marketing, advertising and public relations campaigns with input from the agency.

The vendor should provide 2 examples of each of the following professional advertising and marketing services completed within the last three years. Each example should provide contact information for verification purposes.

Two examples reflecting each of the services indicated below are included in our responses to subsections 4.2.1.2. to 4.2.1.18. as part of this response.

There is also a description of The Manahan Group LLC's approach and methodology to providing these services or solving the problem described by meeting the goals and objectives identified. The Manahan Group LLC's response also includes details outlining how its proposed approach is superior to other possible approaches.

4.2.1.2. Marketing and communications plan development that includes the key entry points into the priority population, research, public health communication, social marketing, behavior change models and health promotion.

The Manahan Group LLC (TMG) regularly assists a variety of clients in marketing and communications plan development that includes a detailed breakdown of key entry points, defined target audiences, research-based solutions and takes into consideration behavior change models and health promotion through our On Target planning process which can be reviewed on pages 4-5. Below are a few recent case studies. Creative assets can be reviewed in **Addenda C**, please see enclosed hard drive for audio and video files. Research materials can be reviewed in **Addenda D**.

Client: West Virginia Department of Health and Human Resources / Department of Behavioral Health

Contact: Marsha Dadisman, SOR Grant Engagement Specialist

Phone: 304-558-0684, Email: Marsha.A.Dadisman@wv.gov

Timeframe: 2020-2021

Location: West Virginia - Statewide

Project Manager: Bethany West

In the summer of 2020, The Bureau for Public Health engaged The Manahan Group LLC in planning for their upcoming State Opioid Response (SOR) grant cycle. The task at hand was to create a campaign which could decrease the barriers to care of those affected by Substance Use Disorder (SUD).

The bureau's goal was to change the preconceptions on the part of first responders and those within the medical community that were creating barriers to care for those with SUD. In working with WVU we were able to survey those within these communities and build a baseline for their feelings towards those patients being seen for SUD related issues. The stigmas surrounding SUD were generating an expectation within the SUD community that in seeking help they would be treated as "lesser" than other patients. A combination of the Social Norms Theory, the Theory of Planned Behavior and the Health Belief Model were utilized in order to build a campaign that would generate long term results amongst the target audience.

Prior to conceiving this campaign, TMG surveyed those that fit the demographic, including but not limited to – first responders, medical professionals, EMTs, law enforcement and QRT (Quick Response Team) members across the state to gauge their feelings on the opioid crisis in the state. A key finding that came out of our survey was that while a majority of respondents felt that the community should support those who seek help with their SUD, a larger percentage also felt that those with SUD lacked self-discipline.

TMG worked closely with the Bureau of Behavioral Health to create a message that would speak to the heart of one of West Virginia's core values: we take care of each other. With the help of WVU we identified volunteers who were willing to share their message. We first pre-interviewed each volunteer to learn their stories and prepare for longer format interviews. The interviews went well and kept our costs down as it allowed each volunteer to get comfortable in front of a camera and to be confident in sharing their stories with us. This allowed us to shoot nearly all campaign elements for all four volunteers in a single day, keeping production costs to a minimum with only a small cast and crew for B-roll shots on day two.

In anticipation of this campaign, the website needed updates in order to best serve the audiences intended to be visiting upon its launch. TMG utilized the CDC Clear Communication Index to refine copy on the site as well as reworked the site's navigation in order to make the website more user-friendly. Additionally, pages were added that included a directory of family resources, as well as pages for Naloxone and drug safety information. Once the new campaign assets were ready all homepage and stories content were also updated to add these new stories.

A campaign of this magnitude requires a multi-pronged approach in terms of media placement. The media mix relied heavily on digital advertising to reach the primary audience of those within the medical community – both video and display advertisements to drive traffic to the website. A secondary audience of West Virginians 18 and older was also targeted. The only difference between the two sets of ad copy was the identification of our volunteer. Lisa Marshall, the face of this year's paid media campaign was a nurse who, through her addiction lost this career path among many other things. Currently she works within the recovery community to help those who are now in her past position. Again, to drive home the fact that the opioid crisis can and does affect people from every socioeconomic background in those targeting the medical community Lisa is identified as a former nurse, while the ads targeting those within the general public identified her as a recovery specialist.

In addition to these traditional and digital media components, TMG also researched creative ways in which we could reach those with SUD where they were. In working with pharmacies, posters and video board ads were secured in addition to sponsored pharmacy bags, as well as a partnership that allowed

HIPAA compliant BackToLifeWV.org information to be printed alongside the drug information for 100,000 opioid prescriptions around the state.

Over 4.3 million impressions have been generated within the medical community alone. Additionally, our general campaign – reaching all Adults 18+ including those within the medical community and the general public has generated over 568 million impressions.

The Manahan Group LLC's (TMG's) approach to this effort was superior to others because we worked to find, interview, script and cast actual West Virginia stories as well as to hire a cast and crew made up entirely of West Virginians to carry this message to other residents. The spots and testimonials were produced specifically for the target audience, rather than mass produced, and tagged with a West Virginia logo and web address at the end. Media planning – both earned and paid – in West Virginia is complex, as all but one media market spills heavily into other states which is not helping West Virginia residents. TMG's experience in media buying in this state is unmatched as it is not as simple as ratings and impressions because in many cases those are not West Virginia residents, which inflates the ad spend and wastes state dollars.

Client: West Virginia Governor's Highway Safety Program

Contact: Aimee Cantrell, Public Information Specialist

Phone: 304-926-3901, Email: Aimee.B.Cantrell@wv.gov

Timeframe: 2012-2020

Location: West Virginia - Statewide

Project Manager: Bethany West

The Manahan Group LLC (TMG) worked closely with the Governor's Highway Safety Program (GHSP) for a number of years on various public health related transportation campaigns such as Click It or Ticket promoting wearing a seatbelt, Motorcycle Safety promoting safe riding or Impaired Driving discouraging the act of driving under the influence of drugs and alcohol. All campaigns are initially approached in the same manner: the first step is defining the target audiences-not just a demographic age and sex, but what are their habits-where do they go and what do they do? What is leading them to the behavior(s) that we want to change? What is the campaign's goal-do we want to simply educate the public or do we need them to act (e.g., sign a petition, take a class, fasten a seatbelt)?

Once those questions were answered we delved deeper into how best to reach the largest percentage of these West Virginians in the most cost-effective way possible. While having a short-term call to action such as signing a petition or taking a Motorcycle Safety Course would be a great digital campaign, longer term goals of changing behaviors require more traditional mediums. At their start, everything is on the table and variables such as timing, budget and assets available vs assets needing to be produced all factor into the final marketing mix.

TMG worked closely with both GHSP and National Highway Transportation Safety Administration (NHTSA) to either utilize readily produced materials for these campaigns, or to create localized versions reflective of West Virginia residents, officers, locales, etc. creating multi-media campaigns that included a mix of original and existing materials. This allowed GHSP to keep costs low, while still creating marketing campaigns that reflected national messaging with a local look and feel.

A successful media placement in West Virginia is a complicated matter and multiple layers utilizing different mediums are the backbone of these efforts. A mix of both traditional and new media is integral to a successful and cost-effective campaign. Being a state with few urban areas, residents have longer commutes to their schools and offices-meaning they are in their cars and travelling our roads on a daily basis increasing exposure to local radio and outdoor advertising. Outdoor also allowed GHSP to reach rural areas of the state where there is low access to other mediums. The mix of radio and outdoor resonates with the audience while they are driving and, therefore, the message is more effective.

While digital advertising is a strong force in today's world, much of the state of West Virginia was without high-speed internet in 2019 which affected what sort of advertisement would work (i.e. video and animated files cannot be relied on).

Regardless of connectivity, digital advertising works best to push people towards a website to make a purchase, download a coupon, etc. Without an engaging, mobile-friendly website and strong call to action to which people can be sent, these campaigns were limited to GHSP's social media channels- Facebook and Twitter. Over time the digital advertising expenditures steadily increased in percentage of the ad spend.

Additionally, per funding requirements, GHSP is required to provide a detailed summary of how those funds are spent-including added values which were negotiated. Upon completion of each campaign, reports were submitted showing negotiated costs, and schedule detail as well as overall campaign value per market. For television and radio, these metrics were all calculated based upon current data from Nielsen and Nielsen Audio as well as cost estimates by market through SQUAD. For outdoor we worked closely with our vendors to track how long the billboards stay posted beyond the time period for which the client was charged, and how many impressions were generated in that time period at no cost. For social media TMG tracked Facebook and Twitter engagement rates for each post in relation to the dollars spent on each.

Message Targeting – Impaired Driving & Click It or Ticket

Target Audiences: Males 18-34 (Primary), Adults 18+ (Secondary)

The largest Governor's Highway Safety Program (GHSP) campaigns focus on the importance of abstaining from drunk driving. These campaigns, which air in short flights around holidays where alcohol is typically available, strive to educate the public about the dangers of drinking and driving as well as the enforcement of drinking and driving laws.

Additionally, GHSP is also responsible for the annual Click It or Ticket campaigns which kicks off in May, and also includes mini blitzes quarterly throughout the year. This campaign also focuses on educating the public, but in this case about the dangers and effects of not wearing a seatbelt.

These campaigns take a multi-media approach to reaching these two distinct audiences. The Male 18-34 believes himself to be invincible and therefore requires a high frequency of messages to resonate and change that behavior. Sometimes he is unwilling and therefore the secondary audience of Adults 18+ is also targeted in hopes of imploring an outside opinion that those behaviors should change.

For Impaired Driving there are four to five campaigns over the course of a year aligning with National Enforcement periods. The mix for these varied, but typically included either TV or radio along with

outdoor and social media components. As budget allowed, TMG also included cinema advertising as well as bar/restaurant signage to bolster frequency numbers.

The Click It or Ticket campaign also aligns with the National Enforcement period for seatbelt usage in May as well as quarterly mini blitzes. Due to budget the mini blitzes often included only statewide radio, but the kick-off campaign in May included a mix of television, outdoor, radio (both local and statewide) and social media.

Message Targeting – Motorcycle Safety

Target Audience: Adults 18+

The Governor's Highway Safety Program (GHSP) has a Motorcycle Safety campaign that runs each May as motorcycle season gets underway in the state. The campaign's message focused on creating an awareness of motorcycle riders amongst other motorists.

In an effort to place these messages in the most effective manner TMG relied on a mix of outdoor and social media posts to generate this awareness. TMG worked closely with GHSP and National Highway Transportation Safety Administration (NHTSA) on key message points, and to secure specific billboard locations along defined motorcycle routes across the state as well as in general high traffic areas. TMG worked with billboard vendors to secure locations that were along motorcycle routes and events each Spring and Summer. While we weren't targeting only motorcycle riders, we found that the message resonated more in a location where motorcyclists travel.

Additional messaging was then created to accompany this content and reach the audience where they were. TMG also placed radio schedules on stations near college campuses that reach young people, streaming television spots to reach mom at whatever time she can find to catch up on her favorite show and billboards that were located along motorcycle routes identified by WV Tourism.

The Manahan Group LLC's approach to planning marketing campaigns is superior to other approaches because we begin with the target audience in mind. TMG crafts content that speaks to the intended audience – whether that is a binge drinking college student, a new mom navigating car seats or a new biker. The same approach does not work for all of these audiences, and therefore we deliver the message in a way that speaks to its specific intended audience. Historically the Department of Transportation had been using scare tactics to change behavior, which was met many times by disdain because their target audience didn't want to be told what to do. TMG took a different approach, striking a balance between scary statistics and emotional appeal by using humor.

Media planning – both earned and paid – in West Virginia is a complex task as all but one media market spills heavily into other states which is not helping West Virginia residents. TMG's experience in media buying in this state is unmatched as it is not as simple as ratings and impressions because in many cases those are not West Virginia residents, which inflates the ad spend and wastes state dollars.

Client: Marshall University / Minority Health Institute

Contact: LaDawna Dean Walker / Marshall University, Minority Health Institute

Phone: 304-696-4022, Email: Walker70@marshall.edu

Timeframe: 2020

Location: West Virginia - Statewide

Project Manager: Jessica Gamponia Wright

Through her previous role at West Virginia Department of Health and Human Resources, Jessica Gamponia Wright, now with The Manahan Group LLC, helped create mini grant applications addressing Minority Health/Race and Ethnicity in order to address health equity. This project assisted racial justice in addressing the determinants of health.

Communities were encouraged to apply, as they best know their target population's health needs. In this request for proposals, a menu of strategies was not provided (funding for these projects are typically categorical), instead it was up to applicants to let us know what was needed to improve health in their communities.

Per the Behavioral Risk Factor Surveillance System, vital statistics and other state data sources, black West Virginians' health can be improved and often are identified as most at risk in many conditions.

Additionally, black resident data is shared regularly during the COVID-19 Advisory Commission on African American Disparities meetings to share COVID-19 cases by race, region and ethnicity showing the needs and gaps. (This is the task force facilitated by the Herbert Henderson Office of Minority Affairs). *This is a meeting open to the public to call in and listen.*

The approach to this effort was superior to alternative planning methods because of the nature of the grants awarded, which lead to additional funding for the recipients. Due to the authenticity of these capacity building grants, funding from other organizations joined to address health equity. For example, after a presentation at the WV Health Funders meeting about addressing racial and ethnic initiatives, Sisters of Joseph Health and Wellness Foundation matched the total amount of funding and the Bureau for Public Health had other philanthropic funders asked us to keep them informed of communities within their service area so that they could negotiate additional funding. Through this initiative both funder and communities are working together to learn what works, and as the number of funders grew, so did that amount of funds available to these local groups.

See <https://www.wvhealthconnection.com/hpcd-grants> for information about the Minority Health mini grants and the resources for communities to apply.

4.2.1.3. Multi-media campaign development

The Manahan Group LLC (TMG) frequently creates multi-media campaigns developed in a way to meet the goals set forth by the client through our On Target planning process which can be reviewed on pages 4-5. Below are a few recent case studies. Detailed media buys can be found in **Addenda B**. Ratings data can be made available upon request, but the Nielsen data is proprietary. Creative assets can be reviewed in **Addenda C**, please see enclosed hard drive for audio and video files. Research materials can

be reviewed in **Addenda D**. Samples of client reports can be reviewed in **Addenda E**. Casting documentation can be reviewed in **Addenda F**.

Client: West Virginia Department of Health and Human Resources / Department of Behavioral Health
Contact: Marsha Dadisman, SOR Grant Engagement Specialist
Phone: 304-558-0684, **Email:** Marsha.A.Dadisman@wv.gov
Timeframe: 2020-2021
Location: West Virginia - Statewide
Project Manager: Bethany West

In the summer of 2020, The Bureau for Public Health engaged The Manahan Group LLC in planning for their upcoming State Opioid Response (SOR) grant cycle. The task at hand was to create a campaign which could decrease the barriers to care of those affected by Substance Use Disorder (SUD).

The bureau's goal was to change the preconceptions on the part of first responders and those within the medical community that were creating barriers to care for those with SUD. In working with WVU we were able to survey those within these communities and build a baseline for their feelings towards those patients being seen for SUD related issues. The stigmas surrounding SUD were generating an expectation within the SUD community that in seeking help they would be treated as "lesser" than other patients. A combination of the Social Norms Theory, the Theory of Planned Behavior and the Health Belief Model were utilized in order to build a campaign that would generate long term results amongst the target audience.

Prior to concepting this campaign, TMG surveyed those that fit the demographic, including but not limited to – first responders, medical professionals, EMTs, law enforcement and QRT (Quick Response Team) members across the state to gauge their feelings on the opioid crisis in the state. A key finding that came out of our survey was that while a majority of respondents felt that the community should support those who seek help with their SUD, a larger percentage also felt that those with SUD lacked self-discipline.

TMG worked closely with the Bureau of Behavioral Health to create a message that would speak to the heart of one of West Virginia's core values: we take care of each other. With the help of WVU we identified volunteers who were willing to share their message. We first pre-interviewed each volunteer to learn their stories and prepare for longer format interviews. The interviews went well and kept our costs down as it allowed each volunteer to get comfortable in front of a camera and to be confident in sharing their stories with us. This allowed us to shoot nearly all campaign elements for all four volunteers in a single day, keeping production costs to a minimum with only a small cast and crew for B-roll shots on day two.

In anticipation of this campaign, the website needed updates in order to best serve the audiences intended to be visiting upon its launch. TMG utilized the CDC Clear Communication Index to refine copy on the site as well as reworked the site's navigation in order to make the website more user-friendly. Additionally, pages were added that included a directory of family resources, as well as pages for Naloxone and drug safety information. Once the new campaign assets were ready all homepage and stories content were also updated to add these new stories.

A campaign of this magnitude requires a multi-pronged approach in terms of media placement. The media mix relied heavily on digital advertising to reach the primary audience of those within the medical community – both video and display advertisements to drive traffic to the website. A secondary audience of West Virginians 18 and older was also targeted. The only difference between the two sets of ad copy was the identification of our volunteer. Lisa Marshall, the face of this year's paid media campaign was a nurse who, through her addiction lost this career path among many other things. Currently she works within the recovery community to help those who are now in her past position. Again, to drive home the fact that the opioid crisis can and does affect people from every socioeconomic background in those targeting the medical community Lisa is identified as a former nurse, while the ads targeting those within the general public identified her as a recovery specialist.

In addition to these traditional and digital media components, TMG also researched creative ways in which we could reach those with SUD where they were. In working with pharmacies, posters and video board ads were secured in addition to sponsored pharmacy bags, as well as a partnership that allowed HIPAA compliant BacktoLifeWV.org information to be printed alongside the drug information for 100,000 opioid prescriptions around the state.

Over 4.3 million impressions have been generated within the medical community alone. Additionally, our general campaign – reaching all Adults 18+ including those within the medical community and the general public has generated over 568 million impressions.

The Manahan Group LLC's (TMG's) approach to multi-media campaign development is superior to others because we worked to find, interview, script and cast actual West Virginia stories as well as to hire a cast and crew made up entirely of West Virginians to carry this message to other residents. The spots and testimonials were produced specifically for the target audience, rather than mass produced, and tagged with a West Virginia logo and web address at the end. Media planning – both earned and paid – in West Virginia is complex, as all but one media market spills heavily into other states which is not helping West Virginia residents. TMG's experience in media buying in this state is unmatched as it is not as simple as ratings and impressions because in many cases those are not West Virginia residents, which inflates the ad spend and wastes state dollars.

Client: West Virginia Governor's Highway Safety Program

Contact: Aimee Cantrell, Public Information Specialist

Phone: 304-926-3901, Email: Aimee.B.Cantrell@wv.gov

Timeframe: 2012-2020

Location: West Virginia - Statewide

Project Manager: Bethany West

The Manahan Group LLC (TMG) worked closely with the Governor's Highway Safety Program (GHSP) for a number of years on various public health related transportation campaigns such as Click It or Ticket promoting wearing a seatbelt, Motorcycle Safety promoting safe riding or Impaired Driving discouraging the act of driving under the influence of drugs and alcohol. All campaigns are initially approached in the same manner: the first step is defining the target audiences-not just a demographic age and sex, but what are their habits-where do they go and what do they do? What is leading them to the behavior(s) that we want to change? What is the campaign's goal-do we want to simply educate the public or do we need them to act (e.g., sign a petition, take a class, fasten a seatbelt)?

Once those questions were answered we delved deeper into how best to reach the largest percentage of these West Virginians in the most cost-effective way possible. While having a short-term call to action such as signing a petition or taking a Motorcycle Safety Course would be a great digital campaign, longer term goals of changing behaviors require more traditional mediums. At their start, everything is on the table and variables such as timing, budget and assets available vs assets needing to be produced all factor into the final marketing mix.

TMG worked closely with both GHSP and National Highway Transportation Safety Administration (NHTSA) to either utilize readily produced materials for these campaigns, or to create localized versions reflective of West Virginia residents, officers, locales, etc. creating multi-media campaigns that included a mix of original and existing materials. This allowed GHSP to keep costs low, while still creating marketing campaigns that reflected national messaging with a local look and feel.

A successful media placement in West Virginia is a complicated matter and multiple layers utilizing different mediums are the backbone of these efforts. A mix of both traditional and new media is integral to a successful and cost-effective campaign. Being a state with few urban areas, residents generally have a longer commute to their schools and offices-meaning they are in their cars and travelling our roads on a daily basis increasing exposure to local radio and outdoor advertising. Outdoor also allowed GHSP to reach rural areas of the state where there is low access to other mediums. The mix of radio and outdoor resonates with the audience while they are driving and, therefore, the message is more effective.

While digital advertising is a strong force in today's world, much of the state of West Virginia was without high-speed internet in 2019 which affected what sort of advertisement would work (i.e. video and animated files cannot be relied on).

Regardless of connectivity, digital advertising works best to push people towards a website to make a purchase, download a coupon, etc. Without an engaging, mobile-friendly website and strong call to action to which people can be sent, these campaigns were limited to GHSP's social media channels- Facebook and Twitter. Over time the digital advertising expenditures steadily increased in percentage of the ad spend.

Additionally, per funding requirements, GHSP is required to provide a detailed summary of how those funds are spent-including added values which were negotiated. Upon completion of each campaign, reports were submitted showing negotiated costs, and schedule detail as well as overall campaign value per market. For television and radio, these metrics were all calculated based upon current data from Nielsen and Nielsen Audio as well as cost estimates by market through SQAD. For outdoor we worked closely with our vendors to track how long the billboards stay posted beyond the time period for which the client was charged, and how many impressions were generated in that time period at no cost. For social media TMG tracked Facebook and Twitter engagement rates for each post in relation to the dollars spent on each.

Message Targeting – Impaired Driving & Click It or Ticket

Target Audiences: Males 18-34 (Primary), Adults 18+ (Secondary)

The largest Governor's Highway Safety Program (GHSP) campaigns focus on the importance of abstaining from drunk driving. These campaigns, which air in short flights around holidays where alcohol is typically available, strive to educate the public about the dangers of drinking and driving as well as the

enforcement of drinking and driving laws.

Additionally, GHSP is also responsible for the annual Click It or Ticket campaigns which kicks off in May, and also includes mini blitzes quarterly throughout the year. This campaign also focuses on educating the public, but in this case about the dangers and effects of not wearing a seatbelt.

These campaigns take a multi-media approach to reaching these two distinct audiences. The Male 18-34 believes himself to be invincible and therefore requires a high frequency of messages to resonate and change that behavior. Sometimes he is unwilling and therefore the secondary audience of Adults 18+ is also targeted in hopes of imploring an outside opinion that those behaviors should change.

For Impaired Driving there are four to five campaigns over the course of a year aligning with National Enforcement periods. The mix for these varied, but typically included either TV or radio along with outdoor and social media components. As budget allowed, TMG also included cinema advertising as well as bar/restaurant signage to bolster frequency numbers.

The Click It or Ticket campaign also aligns with the National Enforcement period for seatbelt usage in May as well as quarterly mini blitzes. Due to budget the mini blitzes often included only statewide radio, but the kick-off campaign in May included a mix of television, outdoor, radio (both local and statewide) and social media.

Message Targeting – Motorcycle Safety

Target Audience: Adults 18+

The Governor's Highway Safety Program (GHSP) has a Motorcycle Safety campaign that runs each May as motorcycle season gets underway in the state. The campaign's message focused on creating an awareness of motorcycle riders amongst other motorists.

In an effort to place these messages in the most effective manner TMG relied on a mix of outdoor and social media posts to generate this awareness. TMG worked closely with GHSP and National Highway Transportation Safety Administration (NHTSA) on key message points, and to secure specific billboard locations along defined motorcycle routes across the state as well as in general high traffic areas. TMG worked with billboard vendors to secure locations that were along motorcycle routes and events each Spring and Summer. While we weren't targeting only motorcycle riders, we found that the message resonated more in a location where motorcyclists travel.

Additional messaging was then created to accompany this content and reach the audience where they were. TMG also placed radio schedules on stations near college campuses that reach young people, streaming television spots to reach mom at whatever time she can find to catch up on her favorite show and billboards that were located along motorcycle routes identified by WV Tourism.

The Manahan Group LLC's approach to planning multi-media campaign development is superior to other approaches because we begin with the target audience in mind. TMG crafts content that speaks to the intended audience – whether that is a binge drinking college student, a new mom navigating car seats or a new biker. The same approach does not work for all of these audiences, and therefore we deliver the message in a way that speaks to its specific intended audience. Historically the Department of

Transportation had been using scare tactics to change behavior, which was met many times by disdain because their target audience didn't want to be told what to do. TMG took a different approach, striking a balance between scary statistics and emotional appeal by using humor.

Media planning – both earned and paid – in West Virginia is a complex task as all but one media market spills heavily into other states which is not helping West Virginia residents. TMG's experience in media buying in this state is unmatched as it is not as simple as ratings and impressions because in many cases those are not West Virginia residents which inflates the ad spend and wastes state dollars.

4.2.1.4. Multi-media advertising placement

Bethany West is The Manahan Group LLC's (TMG's) Senior Media Buyer. She is the most experienced media buyer in West Virginia. Bethany has more than nineteen (19) years of experience in negotiating price and placement packages for all types of media. She is a seasoned media professional with solid relationships with vendors in all types of media. Bethany's experience and extensive relationships allow her to find and develop the best possible media plan for TMG's clients.

The Manahan Group LLC is one of only two West Virginia-based agencies that employ the use of media buying software and statistics to make sound, informed decisions on media buying. TMG doesn't guess if your target audience is watching or listening to a program, we know. Our methodology and approach to multi-media advertising placement includes utilization of the industry's premiere software program suite, to help plan, place and track media throughout the United States. Contracts with Nielsen Media Research allow accessibility to multi-media market information anywhere in the country, including but not limited to county summary reports, ratings information, station and program shares, trend analysis and station profiles.

The Manahan Group LLC boasts a full library of media reference materials to identify various specific media vehicles as needed. TMG's capabilities include placement and management of television, radio, outdoor, newspaper, magazines and digital and out-of-home advertisements.

Once a client has reviewed and approved a media plan, TMG's media department will then begin to negotiate rates with media representatives. This involves negotiating price breaks, efficiencies and possible value-added items. After the advertisements are placed and delivered, the media department monitors and verifies advertisements placed through our posting process, which includes reviewing the quality of advertisement reproduction, reviewing airtimes for television and radio commercials, reach and engagement of digital advertising and reviewing all necessary materials to determine if the placement was implemented as indicated by TMG and the client. This process may be time consuming, but it is imperative to ensure that the client is reaching their intended goals.

There are many online media distribution outlets available to advertisers as well as new ideas emerging on a daily basis. TMG's media department works with online media companies to develop media schedules that compliment a client's campaign and may also work to develop a new approach or idea for more effective targeting that leads to better results.

Social media campaigns are another highly effective way to generate interest in various campaigns, issues and events. TMG's knowledge of social media tools and integration techniques has provided many opportunities to help clients further their marketing message and expand their reach.

The Manahan Group LLC places millions of dollars with local and regional media outlets on an annual basis giving us tremendous buying power.

Specialized software and tools which TMG utilizes for multi-media advertising placements include but are not limited to:

- Choozle
- Freewheel Suite
- Manychat
- Ontraport
- Infusionsoft
- Instant customer
- Social Report
- Sprout Social
- Sniply
- Social Mention
- Spark AR

Below are a few recent examples of The Manahan Group LLC's multi-media ad placements. Detailed media buys can be found in **Addenda B**. Ratings data can be made available upon request, but the Nielsen data is proprietary.

Client: West Virginia Department of Health and Human Resources / Department of Behavioral Health

Contact: Marsha Dadisman, SOR Grant Engagement Specialist

Phone: 304-558-0684, **Email:** Marsha.A.Dadisman@wv.gov

Timeframe: 2020-2021

Location: West Virginia - Statewide

Project Manager: Bethany West

In the summer of 2020, The Bureau for Public Health engaged The Manahan Group LLC in planning for their upcoming State Opioid Response (SOR) grant cycle. The task at hand was to create a campaign which could decrease the barriers to care of those affected by Substance Use Disorder (SUD).

The bureau's goal was to change the preconceptions on the part of first responders and those within the medical community that were creating barriers to care for those with SUD. In working with WVU we were able to survey those within these communities and build a baseline for their feelings towards those patients being seen for SUD related issues. The stigmas surrounding SUD were generating an expectation within the SUD community that in seeking help they would be treated as "lesser" than other patients. A combination of the Social Norms Theory, the Theory of Planned Behavior and the Health Belief Model were utilized in order to build a campaign that would generate long term results amongst the target audience.

Prior to conceiving this campaign, TMG surveyed those that fit the demographic, including but not limited to – first responders, medical professionals, EMTs, law enforcement and QRT (Quick Response Team) members across the state to gauge their feelings on the opioid crisis in the state. A key finding that came out of our survey was that while a majority of respondents felt that the community should support those who seek help with their SUD, a larger percentage also felt that those with SUD lacked self-discipline.

TMG worked closely with the Bureau of Behavioral Health to create a message that would speak to the heart of one of West Virginia's core values: we take care of each other. With the help of WVU we identified volunteers who were willing to share their message. We first pre-interviewed each volunteer to learn their stories and prepare for longer format interviews. The interviews went well and kept our costs down as it allowed each volunteer to get comfortable in front of a camera and to be confident in sharing their stories with us. This allowed us to shoot nearly all campaign elements for all four volunteers in a single day, keeping production costs to a minimum with only a small cast and crew for B-roll shots on day two.

In anticipation of this campaign, the website needed updates in order to best serve the audiences intended to be visiting upon its launch. TMG utilized the CDC Clear Communication Index to refine copy on the site as well as reworked the site's navigation in order to make the website more user-friendly. Additionally, pages were added that included a directory of family resources, as well as pages for Naloxone and drug safety information. Once the new campaign assets were ready all homepage and stories content were also updated to add these new stories.

A campaign of this magnitude requires a multi-pronged approach in terms of media placement. The media mix relied heavily on digital advertising to reach the primary audience of those within the medical community – both video and display advertisements to drive traffic to the website. A secondary audience of West Virginians 18 and older was also targeted. The only difference between the two sets of ad copy was the identification of our volunteer. Lisa Marshall, the face of this year's paid media campaign was a nurse who, through her addiction lost this career path among many other things. Currently she works within the recovery community to help those who are now in her past position. Again, to drive home the fact that the opioid crisis can and does affect people from every socioeconomic background in those targeting the medical community Lisa is identified as a former nurse, while the ads targeting those within the general public identified her as a recovery specialist.

In addition to these traditional and digital media components, TMG also researched creative ways in which we could reach those with SUD where they were. In working with pharmacies, posters and video board ads were secured in addition to sponsored pharmacy bags, as well as a partnership that allowed HIPAA compliant BacktoLifeWV.org information to be printed alongside the drug information for 100,000 opioid prescriptions around the state.

Over 4.3 million impressions have been generated within the medical community alone. Additionally, our general campaign – reaching all Adults 18+ including those within the medical community and the general public has generated over 568 million impressions.

The Manahan Group LLC's (TMG's) approach to this multi-media ad placement effort was superior to others because our experience in media buying in this state is unmatched as it is not as simple as ratings

and impressions because in many cases those are not West Virginia residents, which inflates the ad spend and wastes state dollars. We also ensured that the message resonated with those who saw/heard it as we worked to find, interview, script and cast actual West Virginia stories as well as to hire a cast and crew made up entirely of West Virginians to carry this message to other residents. The spots and testimonials were produced specifically for the target audience, rather than mass produced, and tagged with a West Virginia logo and web address at the end. Media planning – both earned and paid – in West Virginia is complex, as all but one media market spills heavily into other states which is not helping West Virginia residents.

Client: WV Lottery

Contact: Sara Harpold, Advertising Manager

Phone: 304-558-0500 x 267, Email: SHarpold@wvlottery.com

Timeframe: 2021

Location: West Virginia - Statewide

Project Manager: Tammy Harper

The Manahan Group LLC (TMG) is currently the agency of Record for the West Virginia Lottery. Prior to planning and managing their campaign for fiscal year 2022 which began in July, TMG was able to place, manage and optimize their entire advertising budget for the 2nd quarter of 2021. This included multiple messages and mediums as the Lottery regularly promotes the draw game jackpots and seasonal scratch-off tickets in addition to maintaining a consistent branding campaign throughout the year.

When TMG took over this account in January 2021, WV Lottery's existing media placements were evaluated, tweaked and optimized to improve performance. Placements with streaming television and radio were added to the mix to increase website traffic and introduce their products to the public in a new way. Through a mix of traditional television, radio, billboards ads, and new media (including digital advertising, streaming radio and connected TV) over 20 million impressions were generated via 350,000 ads placed during this time period. While WV Lottery has a general media schedule that includes television, billboard, streaming tv, video ads and digital ads, they also have schedules that are placed daily when their draw game jackpots exceed \$200 million. In addition to traditional billboards, TMG also manages a feed that allows billboards promoting draw games to automatically update as each game's jackpot amount changes.

Our approach to multi-media ad placements for clients is superior to other methodologies because we use sound third party research to ensure messages are reaching their intended audiences. In addition to using this data in planning, The Manahan Group LLC also routinely manages post analysis reports to ensure that media ran as it was intended and all audiences were reached with the message. Only one media market in the state doesn't have a viewership/listenership that spills into a bordering state. For this reason, simply buying the traditional media market is wasting state dollars as they reach those living outside the state. Understanding media buying at the county level is key to managing state programs for West Virginia agencies.

4.2.1.5. Logo Development

The Manahan Group LLC (TMG) has assisted a variety of clients and organizations in developing a logo that represents their brand. Below are a few recent case studies. Creative assets can be reviewed in **Addenda C**, please see enclosed hard drive for audio and video files.

Client: DHHR / Adolescent Pregnancy Prevention Initiative

Contact: Deena Ellison, Director

Phone: 304-550-5805, Email: Deena.S.Ellison@wv.gov

Timeframe: 2020-2021

Location: Charleston, West Virginia

Project Manager: Bethany West

In the fall of 2020, The Adolescent Pregnancy Prevention Initiative reached out to The Manahan Group LLC (TMG) with an issue. With school largely operating on a remote basis, they needed a way to get their message to students whom they traditionally reach through in-classroom presentations and discussions in a new format.

With a very limited budget, made up of funds not having been used to reimburse travel for the staff in the spring, TMG worked with them to produce videos that would operate like their classroom presentations as conversation starters for teachers and parents at home or at school. Being posted to a website, they could easily be shared from teacher or parent to student – whether they were in a physical classroom or virtual.

With Powerpoint presentations typically used in the classroom, TMG worked to write scripts for a series of nine videos communicating various topics surrounding teen pregnancy and reproductive health. After a few meetings with the client, the decision was made to brand the series “Real Talk,” and a logo was created for use on the opening frame of each.

The concept for these spots was to have them filmed as if they were TED Talks. This allowed TMG to keep the budget to a minimum while also mimicking a current style of conversation starters in popular culture.

The Manahan Group LLC’s approach to creating this logo was superior to other methodologies because we covered all of our bases. We created two logo options: one spoke directly to teens utilizing popular emojis used in teen speak and a “safe” alternative that was simply a type treatment. We understand that with government funding we have to have balance between the subject matter and those funding the project.

In use since the Spring of 2021, the videos have been quite well received and have been. Because they are housed on a state website TMG does not have access to the metrics generated, however the can be viewed on the enclosed hard drive.

Client: Charleston Parkinson's Support Group / Fox Trot

Contact: Connie Jones, Vice-Chair

Phone: 304-419-3555, Email: pj2aj@yahoo.com

Timeframe: 2021

Location: Charleston, West Virginia

Project Manager: George Manahan

Each year The Manahan Group LLC (TMG) assists the Charleston Parkinson's Support Group in holding their Fox Trot, a 5K that raises money for The Michael J. Fox Foundation. The event has historically been held at the Capitol Market in downtown Charleston in mid-March.

In the nine (9) years it has been held, the event has raised more than \$440,000 for Parkinson's research and more than \$50,000 to fund local services for families struggling with the disease. Due to its huge success, The Michael J. Fox Foundation has made the Fox Trot its signature 5k event, holding races in more than ten other locations including New York, Los Angeles, Chicago, Boston and more.

The event's ten-year anniversary will be held in March of 2022. The Manahan Group LLC was asked to create a specialized logo to commemorate the event. Since the West Virginia race will be the first of the Fox Trot events to use the tenth anniversary logo, and others will follow over the years, TMG wanted to be sure that the logo design had buy-in from other venues as well. We worked with The Michael J. Fox Foundation to produce a logo that would meet everyone's needs.

The Manahan Group LLC's approach to creating this logo is superior to other methodologies because we were careful to identify the longevity of this logo and its many uses before the design process began. The commemorative logo was created with the flexibility to allow for longevity and localization for years to come.

Client: West Virginia Department of Transportation / Just Drive

Contact: Aimee Cantrell, Public Information Specialist

Phone: 304-926-3901, Email: Aimee.B.Cantrell@wv.gov

Timeframe: 2017-2020

Location: Charleston, West Virginia

Project Manager: Bethany West

Governor Early Ray Tomblin signed into law in 2017 that texting and driving would become a primary offense. As such the Department of Transportation reached out to The Manahan Group LLC for assistance in developing an effort to curb texting and driving in the state.

The Manahan Group LLC worked around the clock to develop these materials as the governor's office was planning a press event to announce the program at Tamarack ahead of the 4th of July. After much brainstorming "Just Drive" was selected as the most straight forward message and had the flexibility to promote other distracted driving initiatives down the road should the need arise.

A color scheme including both vermillion and black was selected to convey the urgent nature of the message, and the copy was kept to a minimum in order to keep the short attention spans of the young

people in this demographic. Just Drive was paired with short three (3) word phrases, “Turn it off. Put it Down” which could easily be changed out should the need arise. The brand is still in use today, although not at the level that it once had been.

The Manahan Group LLC’s approach to the design of this logo was superior to other approaches because we worked closely with the client to develop a brand that was appealing to young drivers, but not solely tied only to texting and driving. While that was the initiative was being funded, in the years ahead it could be another area of distracted driving that would need promotion. Just Drive offered the client the flexibility that it had hoped for, while maintaining brand guidelines specific to its teen audience.

Client: West Virginia Department of Health and Human Resources / Division of Tobacco Prevention

Contact: Bruce Adkins

Phone: 304-610-8025, Email: Bruce.W.Adkins@wv.gov

Timeframe: 2001

Location: Charleston, West Virginia

Project Manager: George Manahan

When the West Virginia Division of Tobacco Prevention (DTP) reached out to us in 2001, we knew that we needed to create a brand that could grow as its target audience aged. Focus groups were held with teens from all over the state to discuss the tobacco related issues facing West Virginia teens.

From these focus groups a recurring theme was that big tobacco was lying to them and creating life-long tobacco users in the process. Not only did this lead to the expense of cigarettes today but also to the long-term expense of healthcare down the road. The name of the program “RAZE,” meaning to tear down, was selected along with the logo and tagline “tear down the lies”.

In time the Teen Advisory Counsel was formed from members of the inaugural event, TC365, to help guide the brand growth moving forward. The goal was that DTP would launch a brand that would, in the end, generate content created by teens, for teens to curb tobacco use before it even started.

This effort was an overwhelming success and within five (5) years had lowered the teen smoking rate in West Virginia by 32 percent.

Our approach to creating this logo and its brand was superior to those of others because of the preliminary work that went into it. Prior to artwork, we listened to the target audience and invited them along for the ride. The RAZE program grew quickly from its inception and is still in use today.

4.2.1.6. Brochure Development

The Manahan Group LLC (TMG) frequently works with clients to create brochures and other printed materials that both speak to their target audiences and fit their budget needs. This can sometimes be a delicate balance. Below are a few recent case studies. Creative assets can be reviewed in **Addenda C**.

Client: Hartford Funds / SMART529

Contact: Justine Bartholomew, Strategic Marketing Consultant, SMART529 Marketing Lead

Phone: 610-387-2041, Email: Justine.Bartholomew@hartfordfunds.com

Timeframe: 2007-2021

Location: West Virginia - Statewide

Project Manager: Bethany West

The Manahan Group LLC (TMG) has been the agency of record for the SMART529 program since its inception more than fifteen (15) years ago. Our agency developed the brand and coordinated the advertising, public relations and outreach efforts for Hartford Funds. Their goal was to reach a wide demographic of adults raising elementary aged children in the state of West Virginia.

In an effort to reach these elementary school families, in 2007 through partnerships with Hartford Funds, the West Virginia State Treasurer's Office and the West Virginia Department of Education, TMG created an essay contest inviting Kindergarten through 5th grade students to write an essay about what they want to be when they grow up. These essays are judged based on the region of the state in which the child resides as well as their grade category. These grade categories are as follows: kindergarten & first grade students, second & third graders, and fourth & fifth graders. Fifteen (15) regional winners are then selected (one from each region of the state and grade category) to win a \$500 SMART529 account, and the opportunity to be selected as the grand prize winner of an additional \$4,500 in that account giving them a total of \$5,000 towards their future education expenses.

At the conclusion of each grand prize announcement event, we invite contest winners back to Charleston for a photoshoot in October. This shoot produces all the photography for contest promotions for the following year. While we are careful to only use first names and hometowns, this effort allows us to localize every newsletter that goes out. The winners are almost as excited about the photoshoot as they are about the college money.

The Manahan Group LLC produces all materials and events promoting this contest including newsletter/brochures, posters, direct mail pieces and shipping materials. In time the contest has grown to include a teacher contest encouraging teachers to use the contest in their classrooms to encourage entries.

Samples of these pieces can be reviewed in **Addenda C**.

These promotional materials are shipped to schools across the state the first of each year, with entries due in late February. Students, along with their teachers and parents put together their best efforts and mail them in ahead of the deadline. TMG then processes all entries, sorts them by grade category and region, and creates packets for judges who then score them and return them. TMG then averages the scores and works with the West Virginia State Treasurer's Office to notify all winners before the school year ends.

The Manahan Group LLC's approach to developing these promotional pieces is superior because we use West Virginia families from all over the state to provide localized content that is important to parents. Everyone dreams of their children building successful lives, and these materials show that families of all backgrounds get a head start on those goals.

Client: Charleston Parkinson's Support Group
Contact: Connie Jones, Vice-Chair
Phone: 304-419-3555, **Email:** pj2aj@yahoo.com
Timeframe: 2018
Location: West Virginia - Statewide
Project Manager: George Manahan

In the Spring of 2018, the Charleston Parkinson's Support Group enlisted the help of The Manahan Group LLC (TMG) to hold their West Virginia Parkinson's Symposium. TMG coordinated all aspects of this event from venue selection to coordinating sponsors and speakers to producing all event materials including programs, signage and nametags.

The West Virginia Parkinson's Symposium brought over two-hundred (200) attendees and fourteen (14) different speakers to the Charleston Coliseum & Convention Center on September 15, 2018 with a goal of stimulating and educating caregivers, family members, first responders and medical personnel and those with Parkinson's themselves.

The speakers included Parkinson's specialists from West Virginia University Rockefeller Neuroscience Institute, Marshall University Health, The Michael J. Fox Foundation, Ohio Health, and the University of Pittsburgh.

The full day event included conference style presentations by various doctors, nurses and therapists ran from 8 a.m. to 3:45 p.m. There were ten (10) different sessions covering topics regarding exercise, depression, medications and advice for caregivers.

Attendees walked away with a renewed confidence in battling or helping others battle this illness with the added comfort that there are numerous resources available to them. The event was a huge success.

The Manahan Group LLC's approach to developing these brochures and companion pieces is superior because of the connections we have within the medical community here in the state of West Virginia. These connections allow us to maximize every dollar spent by our clients.

Client: Kanawha County Public Library Foundation
Contact: Tom Heywood, Chairman
Phone: 304-347-1702, **Email:** theywood@bowlesrice.com
Timeline 2017 – present
Location: Kanawha County, West Virginia
Project Manager: George Manahan

The Kanawha County Public Library's Board of Directors had been considering building a new downtown library for more than fifteen (15) years. After failing to raise the necessary funds to build a new \$40 million facility, the library decided to scale back its plan and renovate its current building.

The Manahan Group LLC (TMG) was hired to create and implement a communications strategy that would build excitement for the new library facility. The announcement would also begin the large donor outreach effort. Since the first attempt to build a new library failed and the publicity surrounding the

announcement was mostly negative, there was great consternation on the library board about the role out of the announcement. Normally, we would gather a focus group of a cross section of the community to test messages and campaign themes. That was not possible given the tight constraints put on us. We did look at other library campaigns similar to this one: existing library buildings that were expanded and renovated. The newly renovated downtown Columbus Metropolitan library fit that criterion and we were able to talk to their director about their efforts to build excitement for their library.

Our goals for the campaign were straightforward:

1. Build excitement around a new plan to renovate the library's existing downtown facility.
2. Lay the groundwork for the fundraising effort to come.

The campaign's budget was established at \$20,000. It would consist of a theme weaved into communications tactics that included: a brochure, website, Facebook ads and an earned media/kickoff announcement. Allowing us to reimagine the new building, we utilized architectural drawings of the renovated and expanded library in all materials.

As TMG considered the theme for the campaign, we kept returning to the idea that libraries are an imagination playground of books, movies, music, computers and more. We wanted our campaign to challenge the community to "reimagine" their library.

Reimagine Your Library. The theme would be brought to life with bright, vibrant colors and a whimsical, watercolor-style with illustrative accents mimicking the pages of a children's storybook. It allowed us to tap into the nostalgic love of books and to illustrate the concept without using computer generated models that lack emotional appeal.

We planned the announcement for the end of the Board of Director's meeting in October 2017 when the renovation and expansion of the building would be voted on. The Manahan Group LLC provided comprehensive documents to library officials and reporters, including: a news release, internal and external Q&A documents, architectural drawings, bios of speakers, copies of Facebook ads, and more. We also assisted in the distribution of information/ invitations to library employees, large donors and government representatives. The speakers at the news conference consisted of the library director, the library's Board of Directors Chair and the President of the Library Foundation, the group charged with raising \$28 million for the renovation and expansion project.

The news conference was scheduled for 10:00 a.m. sharp, allowing TMG to "turn on" the website, go live on Facebook and issue the press release for reporters not present at the news conference.

We followed the news conference with a meeting with large donors, foundation representatives and those that could donate \$50,000 or higher to the campaign. Invitations were sent the night before the announcement.

At noon, we allowed library employees and the community to come to the library, view the architectural drawings of the new facility, ask questions about the project and have lunch with library officials.

The kick-off effort was a huge success. The news conference was attended by every major newspaper, radio and television outlet. The editorial pages for the Charleston Gazette and Charleston Daily Mail enthusiastically endorsed the project. The large donor meeting and employee/community presentation was well attended. Within a month, the library announced a \$1.1 million donation for the new and expanded library. The Manahan Group LLC was able to keep spending just below the budget at \$18,500.

In the years since the launch The Manahan Group LLC (TMG) has continued to be involved as the new library comes to life. Content has been generated for website and social media updates featuring progress made to the facility as well as fundraising efforts and grand opening planning. Currently the Kanawha County Public Library is planning a March grand re-opening of its' reimagined facilities. Samples of the brochure created for this effort can be viewed on in **Addenda C**.

TMG's approach to designing this brochure is superior to other approaches because we have worked closely with the team at the library as well as the construction team to keep the public informed on the project's status. While keeping expenses to a minimum, the Foundation needed a high-quality piece showing their large donors the progress their donations would make. Full transparency is key, and this piece made it clear that great things were happening at the Kanawha County Public Library site.

Client: VetNOW

Contact: M.E. Gamble

Phone: 304-788-8498, Email: meyancosekgamble@suddenlink.net

Timeframe: 2020-2021

Location: Charleston, West Virginia

Project Manager: George Manahan

In July of 2020, VetNOW contacted The Manahan Group LLC (TMG) for assistance in creating electronic newsletter distributed to veterinarians throughout the United States on a regular basis. The goal of the piece was to communicate the evolving virtual vet program that they had launched – allowing local veterinarians to partner with specialists via telemedicine.

With the pandemic taking hold throughout the world, many veterinarians were forced to move from in-person animal care to “curbside” service through telemedicine. Animal owners had to drop off their pet to their local veterinarian and wait in their car for the diagnosis and/or emergency care, causing stress for both the pet and the owner. Through VetNOW, pet owners could use an app to interact with the veterinarian and the specialists about the pet's diagnosis and needed care.

VetNOW was a new service, and The Manahan Group LLC developed several communication pieces to promote the service to veterinarians. The newsletter was targeted to veterinarians throughout the United States. Other communications pieces that complimented the newsletter were a new website, a

video describing the VetNOW process and information sheets. TMG held daily meetings with the VetNOW team as the program launched. Creative assets can be reviewed in **Addenda C**.

The Manahan Group LLC's (TMG's) approach to this project was superior due to our ability to quickly adapt as the COVID environment changed.

Client: Capitol Market / My Market Campaign

Contact: Nichole Greene-Jenkins, Executive Director

Phone: 304-344-1905, Email: nichole@capitolmarket.net

Timeframe: 2020-2021

Location: Charleston, West Virginia

Project Manager: George Manahan

Capitol Market reached out to The Manahan Group LLC (TMG) for assistance in developing an annual fundraising program. COVID-19 had taken a hit on their vendors and their customers, so this would be a complicated effort. TMG recommended a survey of Capitol Market's customers to gain more insights into their attitudes of the market. More than 2,500 people completed the survey. Ninety-five (95) percent said they were with very satisfied or mostly satisfied of their last visit to the market. The survey indicated that each customer had varied reasons for "liking" the market. Some liked the events that the market sponsors or hanging out and people watching, others liked shopping at the outdoor market, while others like Soho's restaurant.

With these varied reasons, TMG created the "My Market" campaign. The program consisted of a variety of gifting levels so that customers could find an option that fit their situation given the times, and each level provided donors with a gift of their own. Creative assets can be reviewed in **Addenda C**.

The Manahan Group LLC created all promotional materials for this effort including signage, newsletters and direct mail pieces. The program has been a great success and is ongoing today.

TMG's approach to designing these brochures and printed materials is superior because of our understanding of the target population and finding balance between high-end materials for its target market and keeping productions their costs low.

4.2.1.7. Social Media development associated with research, population health, public health communications, social marketing, behavior change models, and health promotion.

The Manahan Group LLC (TMG) assists a number of clients in crafting social media messaging that speaks to their target audience and encourages engagement. Below are a few recent case studies. Creative assets can be reviewed in **Addenda C**.

Client: WV Governor's Highway Safety Program
Contact: Aimee Cantrell, Public Information Specialist
Phone: 304-926-3901, **Email:** Aimee.B.Cantrell@wv.gov
Timeframe: 2012-2020
Location: West Virginia - Statewide
Project Manager: Bethany West

Through a contract with the Department of Transportation, The Manahan Group LLC (TMG) worked closely with the Governor's Highway Safety Program to develop social media content that reflected current research statistics, targeted key demographics and were successful in creating engagement and behavior change among West Virginia residents.

These efforts included messaging focused on a variety of different programs and target audiences including Click It or Ticket, Impaired Driving, Motorcycle Safety and Child Passenger Safety across all of their social media channels.

Between October 1, 2018 – September 30, 2019, social media content created and managed by TMG generated over 23.8 million impressions with over 172,000 engagements and 41,000 link clicks.

The Manahan Group LLC's approach to developing this social media campaign is superior to other approaches because we began with the target audience in mind. TMG crafts content that speaks to the intended audience – whether that is a binge drinking college student, a new mom navigating car seats or a new biker. The same approach does not work for all of these audiences, and therefore we deliver the message in a way that speaks to its specific intended audience. Historically the Department of Transportation had been using scare tactics to change behavior, which was met many times by disdain because their target audience didn't want to be told what to do. TMG took a different approach, striking a balance between scary statistics and emotional appeal by using humor.

Media planning – both earned and paid – in West Virginia is a complex task as all but one media market spills heavily into other states which is not helping West Virginia residents. TMG's experience in media buying in this state is unmatched as it is not as simple as ratings and impressions because in many cases those are not West Virginia residents, which inflates the ad spend and wastes state dollars.

A summary report of these campaign metrics is available in **Addenda E**.

Client: WV Division of Tobacco Prevention
Contact: Jim Kerrigan, Director
Phone: 304-356-4219, **Email:** James.F.Kerrigan@wv.gov
Timeframe: 2021
Location: West Virginia - Statewide
Project Manager: Bethany West

In January of 2021, the Division of Tobacco Prevention (DTP) reached out to The Manahan Group LLC (TMG) for assistance with their messaging for the year. The program has two distinct messages each with their own target audience, but both focus on decreasing tobacco use amongst West Virginians. The Quitline program provides support to West Virginians over the age of 18 who are looking to end their

tobacco addiction, while the RAZE campaign focuses on keeping teens from getting addicted in the first place.

After reviewing secondary research available (new research was not possible due to a combination of budget restrictions and COVID), TMG worked closely with DTP and their partner agencies, American Lung Association and First Choice Services, to create a message for each that worked for their audiences.

Digital was selected as the best medium for this audience for two reasons – first, teens are always on their mobile devices and secondly, we wanted to drive traffic to the RAZE Recruitment webpage. A mix of paid digital ad placements and social media content would allow both goals to be achieved in the most cost-effective way.

For the RAZE campaign targeting teenagers, the American Lung Association was interested in a summer campaign to increase recruitment in RAZE programs around the state. In order to do so TMG reviewed research conducted by the Bureau for Public Health in January of 2020 showing that the top reasons that teens decided to vape are most likely either peer pressure or the various flavors that are available. We then crafted a message that communicated responses to these reasons and included the “Stop the Liquid Lies” tagline which had been established.

For Quitline the goal was to increase awareness and drive calls to the helpline. In order to achieve these goals set forth we crafted messaging for Quitline’s social media channels which are handled by First Choice Services.

Copies of the social media content used by these groups that was produced by The Manahan Group LLC are available in **Addenda C**.

TMG’s approach to developing this social media content is superior to other because we have a long-standing history with the West Virginia Division of Tobacco Prevention and all of their programs. We were able to develop social media messaging that has proven effective in both driving traffic to the website and to the call center.

Client: Rethink Your Drink

Contact: Gina Sharps, Marshall University

Phone:304-276-0572, Email: sharpsg@marshall.edu

Timeframe: 2016-2021

Location: West Virginia - Statewide

Project Manager: Jessica Gamponia Wright

In her previous role within the Division of Health Promotion and Chronic Disease, The Manahan Group LLC’s Jessica Gamponia Wright was very involved in the Rethink Your Drink campaign to reduce sugary, sweetened beverage consumption among West Virginia residents. This effort supported the Healthy People 2020 goals for West Virginia: to decrease the consumption of sugary drinks.

A social media campaign was launched to promote the initiative, and a training program for providers was established and made available to West Virginia dentists and dental hygienists. Participants were asked to share and post graphics to raise awareness among their patients. All messaging and graphics provided had the ability to be co-branded on their social media accounts.

The Rethink Your Drink effort was presented at the 2021 Head Start Association conference and through the West Virginia Primary Care Association, the program was shared with various school-based health centers.

According to the CDC Youth Risk Factor Surveillance System (<https://nccd.cdc.gov/youthonline/app/Results.aspx?LID=WV>), WV youth have decreased their soda consumption from 76.9 percent prevalence in 2017 to 75.5 percent prevalence in 2019.

The approach to planning this effort was superior because of the results the program has already achieved. Its goal to decrease the consumption of sugary drinks has already been met, and the program continues its work to achieve the longer-term goal of reducing obesity in adults.

4.2.1.7. Media effectiveness measures/evaluation

The Manahan Group LLC (TMG) ensures media effectiveness for every media campaign by monitoring and verifying advertisements placed through our posting process. This includes reviewing the quality of advertisement reproduction, reviewing airtimes for television and radio commercials, reach and engagement of digital advertising, and reviewing all necessary materials to determine that the ad placement was implemented as planned. Below are a few recent case studies. Detailed media buys can be found in **Addenda B**. Ratings data can be made available upon request, but the Nielsen data is proprietary.

Client: West Virginia Department of Health and Human Resources / Department of Behavioral Health
Contact: Marsha Dadisman, SOR Grant Engagement Specialist
Phone: 304-558-0684, **Email:** Marsha.A.Dadisman@wv.gov
Timeframe: 2020-2021
Location: West Virginia - Statewide
Project Manager: Bethany West

In the summer of 2020, The Bureau for Public Health engaged The Manahan Group LLC in planning for their upcoming State Opioid Response (SOR) grant cycle. The task at hand was to create a campaign which could decrease the barriers to care of those affected by Substance Use Disorder (SUD).

The bureau's goal was to change the preconceptions on the part of first responders and those within the medical community that were creating barriers to care for those with SUD. In working with WVU we were able to survey those within these communities and build a baseline for their feelings towards those patients being seen for SUD related issues. The stigmas surrounding SUD were generating an expectation within the SUD community that in seeking help they would be treated as "lesser" than other patients. A combination of the Social Norms Theory, the Theory of Planned Behavior and the Health Belief Model were utilized in order to build a campaign that would generate long term results amongst the target audience.

Prior to concepting this campaign, TMG surveyed those that fit the demographic, including but not limited to – first responders, medical professionals, EMTs, law enforcement and QRT (Quick Response Team) members across the state to gauge their feelings on the opioid crisis in the state. A key finding that came out of our survey was that while a majority of respondents felt that the community should

support those who seek help with their SUD, a larger percentage also felt that those with SUD lacked self-discipline.

TMG worked closely with the Bureau of Behavioral Health to create a message that would speak to the heart of one of West Virginia's core values: we take care of each other. With the help of WVU we identified volunteers who were willing to share their message. We first pre-interviewed each volunteer to learn their stories and prepare for longer format interviews. The interviews went well and kept our costs down as it allowed each volunteer to get comfortable in front of a camera and to be confident in sharing their stories with us. This allowed us to shoot nearly all campaign elements for all four volunteers in a single day, keeping production costs to a minimum with only a small cast and crew for B-roll shots on day two.

In anticipation of this campaign, the website needed updates in order to best serve the audiences intended to be visiting upon its launch. TMG utilized the CDC Clear Communication Index to refine copy on the site as well as reworked the site's navigation in order to make the website more user-friendly. Additionally, pages were added that included a directory of family resources, as well as pages for Naloxone and drug safety information. Once the new campaign assets were ready all homepage and stories content were also updated to add these new stories.

A campaign of this magnitude requires a multi-pronged approach in terms of media placement. The media mix relied heavily on digital advertising to reach the primary audience of those within the medical community – both video and display advertisements to drive traffic to the website. A secondary audience of West Virginians 18 and older was also targeted. The only difference between the two sets of ad copy was the identification of our volunteer. Lisa Marshall, the face of this year's paid media campaign was a nurse who, through her addiction lost this career path among many other things. Currently she works within the recovery community to help those who are now in her past position. Again, to drive home the fact that the opioid crisis can and does affect people from every socioeconomic background in those targeting the medical community Lisa is identified as a former nurse, while the ads targeting those within the general public identified her as a recovery specialist.

In addition to these traditional and digital media components, TMG also researched creative ways in which we could reach those with SUD where they were. In working with pharmacies, posters and video board ads were secured in addition to sponsored pharmacy bags, as well as a partnership that allowed HIPAA compliant BacktoLifeWV.org information to be printed alongside the drug information for 100,000 opioid prescriptions around the state.

Over 4.3 million impressions have been generated within the medical community alone. Additionally, our general campaign – reaching all Adults 18+ including those within the medical community and the general public has generated over 568 million impressions.

The Manahan Group LLC's (TMG's) approach to monitoring and measuring media effectiveness for this effort was superior to others because we have thoroughly monitored and optimized these media placement throughout the campaign based on sound, third party data. TMG has carefully negotiated makegood programming in the event that stations changed their programming line-up over the summer months to ensure that the target audience was still reached. Media evaluation does not end when the orders are placed, it is an ongoing process that requires weekly monitoring to ensure effectiveness at the local level.

Client: West Virginia Governor's Highway Safety Program

Contact: Aimee Cantrell, Public Information Specialist

Phone: 304-926-3901, Email: Aimee.B.Cantrell@wv.gov

Timeframe: 2012-2020

Location: West Virginia - Statewide

Project Manager: Bethany West

The Manahan Group LLC (TMG) worked closely with the Governor's Highway Safety Program (GHSP) for a number of years on various public health related transportation campaigns such as Click It or Ticket promoting wearing a seatbelt, Motorcycle Safety promoting safe riding and Impaired Driving discouraging the act of driving under the influence of drugs and alcohol. All campaigns are initially approached in the same manner: the first step is defining the target audiences-not just a demographic age and sex, but what are their habits-where do they go and what do they do? What is leading them to the behavior(s) that we want to change? What is the campaign's goal-do we want to simply educate the public or do we need them to act (e.g., sign a petition, take a class, fasten a seatbelt)?

Once those questions were answered we delved deeper into how best to reach the largest percentage of these West Virginians in the most cost-effective way possible. While having a short-term call to action such as signing a petition or taking a Motorcycle Safety Course would be a great digital campaign, longer term goals of changing behaviors require more traditional mediums. At their start, everything is on the table and variables such as timing, budget and assets available vs assets needing to be produced all factor into the final marketing mix.

A successful media placement in West Virginia is a complicated matter and multiple layers utilizing different mediums are the backbone of these efforts. A mix of both traditional and new media is integral to a successful and cost-effective campaign. Being a state with few urban areas, residents have longer commutes to their schools and offices-meaning they are in their cars and travelling our roads on a daily basis increasing exposure to local radio and outdoor advertising. Outdoor also allowed GHSP to reach rural areas of the state where there is low access to other mediums. The mix of radio and outdoor resonates with the audience while they are driving and, therefore, the message is more effective.

While digital advertising is a strong force in today's world, much of the state of West Virginia was without high-speed internet in 2019 which affected what sort of advertisement would work (i.e. video and animated files cannot be relied on).

Regardless of connectivity, digital advertising works best to push people towards a website to make a purchase, download a coupon, etc. Without an engaging, mobile-friendly website and strong call to action to which people can be sent, these campaigns were limited to GHSP's social media channels-Facebook and Twitter. Over time the digital advertising expenditures steadily increased in percentage of the ad spend.

Additionally, per funding requirements, GHSP is required to provide a detailed summary of how those funds were spent-including added values which were negotiated. Upon completion of each campaign, reports were submitted showing negotiated costs, and schedule detail as well as overall campaign value per market. For television and radio, these metrics were all calculated based upon current data from Nielsen and Nielsen Audio as well as cost estimates by market through SQAD. For outdoor we worked closely with our vendors to track how long the billboards stay posted beyond the time period for which

the client was charged, and how many impressions were generated in that time period at no cost. For social media TMG tracked Facebook and Twitter engagement rates for each post in relation to the dollars spent on each.

Message Targeting – Impaired Driving & Click It or Ticket

Target Audiences: Males 18-34 (Primary), Adults 18+ (Secondary)

The largest Governor's Highway Safety Program (GHSP) campaigns focus on the importance of abstaining from drunk driving. These campaigns, which air in short flights around holidays where alcohol is typically available, strive to educate the public about the dangers of drinking and driving as well as the enforcement of drinking and driving laws.

Additionally, GHSP is also responsible for the annual Click It or Ticket campaigns which kicks off in May, and also includes mini blitzes quarterly throughout the year. This campaign also focuses on educating the public, but in this case about the dangers and effects of not wearing a seatbelt.

These campaigns take a multi-media approach to reaching these two distinct audiences. The Male 18-34 believes himself to be invincible and therefore requires a high frequency of messages to resonate and change that behavior. Sometimes he is unwilling and therefore the secondary audience of Adults 18+ is also targeted in hopes of imploring an outside opinion that those behaviors should change.

For Impaired Driving there are four to five campaigns over the course of a year aligning with National Enforcement periods. The mix for these varied, but typically included either TV or radio along with outdoor and social media components. As budget allowed, TMG also included cinema advertising as well as bar/restaurant signage to bolster frequency numbers.

The Click It or Ticket campaign also aligns with the National Enforcement period for seatbelt usage in May as well as quarterly mini blitzes. Due to budget the mini blitzes often included only statewide radio, but the kick-off campaign in May included a mix of television, outdoor, radio (both local and statewide) and social media.

Message Targeting – Motorcycle Safety

Target Audience: Adults 18+

The Governor's Highway Safety Program (GHSP) has a Motorcycle Safety campaign that runs each May as motorcycle season gets underway in the state. The campaign's message focused on creating an awareness of motorcycle riders amongst other motorists.

In an effort to place these messages in the most effective manner TMG relied on a mix of outdoor and social media posts to generate this awareness. TMG worked closely with GHSP and National Highway Transportation Safety Administration (NHTSA) on key message points, and to secure specific billboard locations along defined motorcycle routes across the state as well as in general high traffic areas. TMG worked with billboard vendors to secure locations that were along motorcycle routes and events each Spring and Summer. While we weren't targeting only motorcycle riders, we found that the message resonated more in a location where motorcyclists travel.

Additional messaging was then created to accompany this content and reach the audience where they were. TMG also placed radio schedules on stations near college campuses that reach young people, streaming television spots to reach mom at whatever time she can find to catch up on her favorite show and billboards that were located along motorcycle routes identified by WV Tourism.

The Manahan Group LLC's approach to planning marketing campaigns is superior to other approaches because we begin with the target audience in mind. TMG crafts content that speaks to the intended audience – whether that is a binge drinking college student, a new mom navigating car seats or a new biker. The same approach does not work for all of these audiences, and therefore we deliver the message in a way that speaks to its specific intended audience. Historically the Department of Transportation had been using scare tactics to change behavior, which was met many times by disdain because their target audience didn't want to be told what to do. TMG took a different approach, striking a balance between scary statistics and emotional appeal by using humor.

Media planning – both earned and paid – in West Virginia is a complex task as all but one media market spills heavily into other states which is not helping West Virginia residents. TMG's experience in media buying in this state is unmatched as it is not as simple as ratings and impressions because in many cases those are not West Virginia residents, which inflates the ad spend and wastes state dollars.

4.2.1.9. Process for market analysis/target market identification

The Manahan Group LLC (TMG) identifies target markets along with our clients during our On Target planning process which can be reviewed on pages 4-5. Below are a few recent case studies. Creative assets can be reviewed in **Addenda C**, please see enclosed hard drive for audio and video files.

Client: Charleston Parkinson's Support Group / Share the Savings Campaign

Contact: George Manahan, Director

Phone: 304-546-6174, **Email:** gmanahan@manahangroup.com

Timeframe: 2020

Location: West Virginia - Statewide

Project Manager: George Manahan

The Charleston Parkinson's Support Group served as the lead organization for a lobbying effort aimed at lowering prescription drug costs in West Virginia. If passed, the legislation would be the first-in-the-nation to require that discounts negotiated by insurance companies be passed on to patients at the pharmacy counter.

Known as the "Share the Savings" campaign, individuals on commercial insurance would receive up to 50 percent off prescription medicines. Insurance companies had negotiated the savings with pharmaceutical manufacturers over the years, on behalf of patients, but had never passed them on to the patient.

The Charleston Parkinson's Support Group engaged The Manahan Group LLC (TMG) in developing a communications strategy aimed at convincing legislators to pass the bill. The campaign included government relations, social media, paid media and a digital component. The creation of a website, radio and newspaper and social media advertisements were handled in-house by TMG. Two messages drove the campaign: (1) Put Patients First; and (2) Lowering Drug Costs Are More Important Than

Insurance Company Profits.

Campaign supporters were sent to the www.SharetheSavingsWV.com website where they could learn more about the campaign and send letters to legislators and the Governor asking for their support. The advertising campaign took on an added importance when the Governor closed the Capitol during the legislative session due to the pandemic.

The Manahan Group LLC also assisted the Charleston Parkinson's Support Group to recruit over fifteen (15) partner organizations, showing a united front among the patient community for passage of the bill.

The bill passed unanimously in the House and Senate and was signed by Governor Justice.

The Manahan Group LLC (TMG's) approach to identifying the target market for this effort was superior to others because of the deep connection held within both government and healthcare. These relationships allowed Charleston Parkinson's Support Group to make a huge impact with a small investment.

Client: Hartford Funds / SMART529

Contact: Justine Bartholomew, Strategic Marketing Consultant, SMART529 Marketing Lead

Phone: 610-387-2041, Email: Justine.Bartholomew@hartfordfunds.com

Timeframe: 2007-2021

Location: West Virginia - Statewide

Project Manager: Bethany West

The Manahan Group LLC (TMG) has been the agency of record for the SMART529 program since its inception more than fifteen (15) years ago. Our agency developed the brand and coordinated the advertising, public relations and outreach efforts for Hartford Funds. Their goal is to reach a wide demographic of adults raising elementary aged children in the state of West Virginia.

In an effort to reach these elementary school families, in 2007 through partnerships with Hartford Funds, the State Treasurer's Office and the Department of Education, TMG created an essay contest inviting Kindergarten through 5th grade students to write an essay about what they want to be when they grow up. These essays are judged based on the region of the state in which the child resides as well as their grade category. These grade categories are as follows: kindergarten & first grade students, second & third graders, and fourth & fifth graders. Fifteen regional winners are then selected (one from each region of the state and grade category) to win a \$500 SMART529 account, and the opportunity to be selected as the grand prize winner of an additional \$4,500 in that account giving them a total of \$5,000 towards their future education expenses.

The contest was initially held in the fall but was moved to Spring as the Board of Education and several teachers suggested that it would be a great practice for annual testing. Since shifting the timeline there has been an increase in participation across the state.

This contest is always a huge success and through the years, over 40,000 students have entered the contest resulting in over \$299,000 in prize money awarded to students and schools around the state.

The Manahan Group LLC's (TMG's) approach to analyzing and identifying target markets is unmatched. Our relationships with multiple state agencies have allowed Hartford Funds to get materials into the backpacks of every elementary school student in the state of West Virginia. Not only does this help with distribution, but by listening to the teachers and department of education TMG was able to grow the program even further by shifting the timeframe. It takes a local firm with strong ties to enable projects such as this.

4.2.1.10. Ability to provide qualitative and quantitative formative research for new projects and interventions to identify and prioritize basic needs, desires, and values within the target populations, either in-house or through a third party.

The Manahan Group LLC (TMG) prides itself on research-based decisions for all campaigns. Sometimes that means we partner with a third-party research firm to conduct primary research including focus groups and telephone surveys, and at other times, due to budget or timeframe, we are limited to an online survey conducted in-house or simply relying on existing secondary research. The past few years have put a strain on the types of research that are feasible due to the ongoing pandemic, research is always used in fine-tuning TMG's messaging, graphics and media placements. Research materials can be reviewed in **Addenda D**.

Client: West Virginia Department of Health and Human Resources / Department of Behavioral Health
Contact: Marsha Dadisman, SOR Grant Engagement Specialist
Phone: 304-558-0684, Email: Marsha.A.Dadisman@wv.gov
Timeframe: 2020-2021
Location: West Virginia - Statewide
Project Manager: Bethany West

In the summer of 2020, The Bureau for Public Health engaged The Manahan Group LLC (TMG) in planning for their upcoming State Opioid Response (SOR) grant cycle. The task at hand was to create a campaign which could decrease the barriers to care of those affected by Substance Use Disorder (SUD).

The bureau's goal was to change the preconceptions on the part of first responders and those within the medical community that were creating barriers to care for those with SUD. In working with WVU we were able to survey those within these communities and build a baseline for their feelings towards those patients being seen for SUD related issues. The stigmas surrounding SUD were generating an expectation within the SUD community that in seeking help they would be treated as "lesser" than other patients. A combination of the Social Norms Theory, the Theory of Planned Behavior and the Health Belief Model were utilized in order to build a campaign that would generate long term results amongst the target audience.

Prior to concepting this campaign, TMG surveyed those that fit the demographic, including but not limited to – first responders, medical professionals, EMTs, law enforcement and QRT (Quick Response Team) members across the state to gauge their feelings on the opioid crisis in the state. A key finding that came out of our survey was that while a majority of respondents felt that the community should support those who seek help with their SUD, a larger percentage also felt that those with SUD lacked self-discipline.

TMG worked closely with the Bureau of Behavioral Health to create a message that would speak to the heart of one of West Virginia's core values: we take care of each other. With the help of WVU we identified volunteers who were willing to share their message. We first pre-interviewed each volunteer to learn their stories and prepare for longer format interviews. The interviews went well and kept our costs down as it allowed each volunteer to get comfortable in front of a camera and to be confident in sharing their stories with us. This allowed us to shoot nearly all campaign elements for all four volunteers in a single day, keeping production costs to a minimum with only a small cast and crew for B-roll shots on day two.

While still on the air, website visits have increased over 500% since the campaign launched in June of 2021.

Client: Self (Independent research)

Contact: Nicholas S. Miceli, Associate Professor

Phone: (816) 584-6585, Email: nicholas.miceli@park.edu

Timeframe: 1995-present

Location: Norman, OK

Project Manager: Nicholas S. Miceli

My previous research dealt with a group which is stigmatized by employers, persons with disabilities. A review of the research enabled me to identify the attitudes and beliefs which were the source of that stigmatization. There was also a research instrument which examined those attitudes and beliefs enabling me to record subjects' positive or negative attitudes and beliefs towards persons with disabilities.

Subsequent experimental trials were conducted, and significant relationships were found between those pre-existing attitudes and beliefs and ratings of simulated job candidates in structured employment interviews. Because of the pre-test post-test methodology and experimental treatment of subjects, causal relationships could be documented between the attitudes and beliefs and the subsequent decisions. This was a significant finding which has since been cited by others conducting later research in the area. Subsequent publications based on this research have also been cited by others frequently, compared with another article appearing about the same time in the Academy of Management Journal. Also, this finding facilitates the development of targeted interventions to improve the situation of persons with disabilities as they navigate the employment search process. This analysis, approach, and intervention is analogous to the present scenario with first responders and persons being treated for substance abuse.

For more in-depth or larger scale research projects, The Manahan Group LLC (TMG) works with third party research partner, Research America. Research America works with a number of public health clients both public and private across the country.

Two of their most recent case studies follow, contact information may be made available by request.

Client: Idaho Department of Health and Welfare

Timeframe: 2019

Location: Boise, ID

Research America conducted two studies for the Idaho Department of Health and Welfare in 2019. These studies examined Idahoans' usage of vaping products and their receptivity towards anti-vaping messages. It also evaluated a variety of educational materials and resources to help teens and adults quit using tobacco and/or electronic cigarette products. This study was completed online and representative of the adult population (age 18+) in the state of Idaho. A total of n=847 interviews were completed for this study. The interviews were split between those who have tried e-cigarettes in the past, currently use and the non-users.

The results of this study were used to refine the marketing strategy and plan and develop effective anti-vaping campaign materials.

Client: Montana Department of Health and Human Services

Timeframe: 2015-2021

Location: Helena, MT

Research America has been working with the team at Montana Department of Health and Human Services since 2015. RAI conducted a number of quantitative online studies among the Montana general population (age 18+), with over quotas on people who use e-cigarettes and tobacco products. In each study, the completed interviews were representative of the state of Montana's adult population in regard to gender, age, income and ethnicity (including 7% American Indians) along with geographical counties/regions. A majority of the completed interviews were from rural communities throughout the state.

Results from this study were used to compare changes in public attitudes and opinions from year-to-year and to develop new creative materials for the advertising and marketing campaigns.

The Manahan Group LLC's (TMG's) approach to providing formative research for new projects and interventions is superior to other approaches due to our long-standing commitment to incorporating some level of research into every single project. As such we have research contacts at every level – from online surveys we conduct and analyze in-house to partnering with a national firm like Research America, TMG has the contacts to conduct all levels of primary research, in addition to contracts with Nielsen that provide current research on media habits each month.

4.2.1.11. Plans for public relations associated with research, population health, public health communications, social marketing, behavior change models, and health promotion media campaign or project.

The Manahan Group LLC (TMG) plans for public relations efforts that meet the goals set forth by the client through our On Target planning process which can be reviewed on pages 4-5. Below are a few recent case studies. Creative assets can be reviewed in **Addenda C**.

Client: WV Bureau for Public Health
Contact: James Vance, DHHR, BPH
Phone: 304-356-4251, **Email:** James.A.Vance@wv.gov
Timeframe: 2019-2021
Location: West Virginia - Statewide
Project Manager: Jessica Gamponia Wright

With a clear understanding of the obesity crisis that West Virginians were facing, the Bureau for Public Health, and Jessica Gamponia Wright, now with The Manahan Group LLC, worked to create a program that would lead to healthy lifestyles in individuals before obesity became a problem. The goal was to change upstream behaviors leading to obesity, rather than treating the downstream consequences of obesity care.

The socio-ecological model was utilized for the *Healthy People Healthy Places* Community Recognition Awards. This model allowed the team to identify different factors that lead to unhealthy lifestyles ranging from societal, community, relationship and individual issues which all overlap and influence one another.

Community groups around the state were encouraged to implement initiatives at the local level to effect change in their local area. The award is earned by communities implementing policies, environments, community clinic linkages to address nutrition, physical activity, and tobacco prevention. These awards recognize exemplary work that are generating change in communities throughout the state. This will be the third year these awards are made.

In year one Silver Awards were presented to Wheeling and Huntington, WV, while Gold Awards went to Greenbrier County, Martinsburg, Mingo County, West Hamlin and Wirt County, West Virginia.

Furthermore, both Greenbrier County and Wheeling then applied and were awarded for the Healthiest Cities and Counties Challenge. This national award was provided by the American Public Health Association, the National Association of Counties and Healthy Places by Design with funding and support by Aetna Foundation. Only ten cities and ten counties were selected nationally, and each were awarded \$100,000 over twenty-seven (27) months in 2020.

The approach to this effort was superior because of the careful way in which it was created. First, it addressed all key entry points to the key population, the socio ecological model assured that the program reached all audiences, and because these initiatives were enacted in 2019 the program was unaffected by the COVID-19 pandemic and healthy food programs were already in place to fill the gaps created by the pandemic. Applications for the 2022 awards are now available on the website, and the program continues to grow as communities effect change at the local level with proven results.

See <http://www.wvhealthypeoplehealthyplaces.com> for more details.

Client: Marshall University / Minority Health Institute

Contact: LaDawna Dean Walker, Marshall University, Minority Health Institute

Phone: 304-696-4022, Email: Walker70@marshall.edu

Timeframe: 2020

Location: West Virginia - Statewide

Project Manager: Jessica Gamponia Wright

Through her previous role at West Virginia Department of Health and Human Resources, Jessica Gamponia Wright, now with The Manahan Group LLC, helped create mini grant applications addressing Minority Health/Race and Ethnicity in order to address health equity. This project assisted racial justice in addressing the determinants of health.

Communities were encouraged to apply, as they best know their target population's health needs. In this request for proposals, a menu of strategies was not provided (funding for these projects are typically categorical), instead it was up to applicants to let us know what was needed to improve health in their communities.

Per the Behavioral Risk Factor Surveillance System, vital statistics and other state data sources, black West Virginians' health can be improved and often are identified as most at risk in many conditions.

Additionally, black resident data is shared regularly during the COVID-19 Advisory Committee on African American Disparities meetings to share COVID-19 cases by race, region and ethnicity showing the needs and gaps. (This is the task force facilitated by the Herbert Henderson Office of Minority Affairs). ***This is a meeting open to the public to call in and listen.***

The approach to this effort was superior to alternative planning methods because of the nature of the grants awarded, which lead to additional funding for the recipients. Due to the authenticity of these capacity building grants, funding from other organizations joined to address health equity. For example, after a presentation at the WV Health Funders meeting about addressing racial and ethnic initiatives, Sisters of Joseph Health and Wellness Foundation matched the total amount of funding and the Bureau for Public Health had other philanthropic funders asked us to keep them informed of communities within their service area so that they could negotiate additional funding. Through this initiative both funder and communities are working together to learn what works, and as the number of funders grew, so did that amount of funds available to these local groups.

See <https://www.wvhealthconnection.com/hpcd-grants> for information about the Minority Health mini grants and the resources for communities to apply.

Client: WVU Health Sciences Center / WV CARES
Contact: Helen Matheny
Phone: (304) 541-4840, Email: hmatheny@hsc.wvu.edu
Timeframe 2015-2021
Location: West Virginia - Statewide
Project Manager: George Manahan

Since 2015, The Manahan Group LLC (TMG) has been working with the WVU Health Sciences Center to administer a grant aimed at making West Virginia the nation's first statewide collaborative of dementia-friendly communities. TMG has been working with the center to establish "key entry points into the targeted population" through partnerships with organizations and individuals in non-profit, law enforcement, faith, business and other communities to learn about dementia so they can enhance the quality of life of individuals living with dementia.

West Virginia University Health Science Center leads the effort in collaboration with key partners throughout the state including: the Claude W. Benedum Foundation, AARP-West Virginia, Alzheimer's Association-West Virginia Chapter, the Joan C. Edwards School of Medicine at Marshall University, the West Virginia Bureau of Senior Services, the West Virginia Parkinson's Support Group, the West Virginia Sheriff's Association and West Virginia University Rockefeller Neuroscience Institute.

The Manahan Group created all of the organization's marketing and PR materials, including name, logo, website, Facebook page, social media ads and more. The name: West Virginia CARES (Coordinated Action, Response, Education and Support) about Families Living with Dementia.

The effort has been divided into three parts: (1) conduct qualitative focus groups to listen and learn more about the level of understanding of groups and individuals toward a dementia friendly state; (2) provide resources and training for organizations who frequently interact with people with dementia; and (3) provide comprehensive training for caregivers.

Our approach to utilizing research to help in launching this project is superior qualitative focus groups have been utilized to listen and learn from those living and serving persons with dementia. Our ties to communities and local healthcare leaders and decision makers around the state have made this possible. Without these local connections programs like WV CARES would not be possible.

4.2.1.12. Demonstrate the ability to work under significant time constraints

The Manahan Group LLC (TMG) is regularly able to meet or exceed significant time constraints for clients. Below are a few recent examples.

Client: Hartford Funds / SMART529

Contact: Justine Bartholomew, Strategic Marketing Consultant, SMART529 Marketing Lead

Phone: 610-387-2041, Email: Justine.Bartholomew@hartfordfunds.com

Timeframe: 2020-2021

Location: West Virginia - Statewide

Project Manager: Bethany West

The Manahan Group LLC (TMG) has been the agency of record for the SMART529 program since its inception more than fifteen (15) years ago. Our agency developed the brand and coordinated the advertising, public relations and outreach efforts for Hartford Funds. Their goal is to reach a wide demographic of adults raising elementary aged children in the state of West Virginia.

In an effort to reach these elementary school families, in 2007 through partnerships with Hartford Funds, the State Treasurer's Office and the Department of Education, TMG created an essay contest inviting Kindergarten through 5th grade students to write an essay about what they want to be when they grow up. These essays are judged based on the region of the state in which the child resides as well as their grade category. These grade categories are as follows: kindergarten & first grade students, second & third graders, and fourth & fifth graders. Fifteen regional winners are then selected (one from each region of the state and grade category) to win a \$500 SMART529 account, and the opportunity to be selected as the grand prize winner of an additional \$4,500 in that account giving them a total of \$5,000 towards their future education expenses.

The Manahan Group produces all materials and events promoting this contest including newsletter/brochures, posters, direct mail pieces and shipping materials. In time the contest has grown to include a teacher contest encouraging teachers to use the contest in their classrooms to encourage entries.

These promotional materials are shipped to schools across the state the first of each year, with entries due in late February. Students, along with their teachers and parents put together their best efforts and mail them in ahead of the deadline. TMG then processes all entries, sorts them by grade category and region and creates packets for judges who then score them and return them to us. TMG then averages the scores and works with the West Virginia State Treasurer's Office to notify all winners before the school year ends.

The contest was initially held in the fall but was moved to Spring as the Board of Education and several teachers suggested that it would be a great practice for annual testing. This new timeframe has been a source of trouble for the past few years as teacher strikes and COVID-19 struck in the middle of the essay contest period. In both scenarios the deadline was extended, cutting processing time for The Manahan Group LLC in half. Additionally, in 2020 we were unable to coordinate with the schools to announce their winners. However, over the summer COVID numbers were trending low so everyone was hopeful for an in-person announcement event on September 23, 2021.

Due to rising cases of COVID-19 in the state, on August 27th of 2021 the decision was made to cancel the in-person event for the safety of all our winners. With a few weeks remaining, The Manahan Group LLC (TMG) quickly coordinated all virtual event details with the teams at both Hartford Funds and the State Treasurer's Office. The event instead was held virtually via Zoom video conference and broadcasted live

on Facebook for family and friends to participate as well. New packets were created for all winners containing the virtual event details were overnighted to each family just one week after the decision was made. TMG then created opening and closing graphics to be used during the Facebook Live event and coordinated all aspects of the live feed during the event.

This event was a huge success, and the 2021 Grand Prize winner was Aurora who dreams of becoming a surgeon one day.

The Manahan Group LLC's approach to handling the evolving nature of this event under such time constraints is superior because the agency's size and location allow us to act quickly in changing environments. We always have a plan B, and in many cases a plan C because we always prepare for the unexpected.

Client: Charleston Parkinson's Support Group / Fox Trot

Contact: Connie Jones, Vice-Chair

Phone: (304) 419-3555, Email: pj2aj@yahoo.com

Timeframe: 2019

Location: Charleston, West Virginia

Project Manager: George Manahan

Each year The Manahan Group LLC (TMG) assists the Charleston Parkinson's Support Group in holding their Fox Trot, a 5K that raises money for The Michael J. Fox Foundation. The event has historically been held at the Capitol Market in downtown Charleston in mid-March.

Just one week before the planned event in 2020, COVID-19 struck, meaning that an in-person event would not be possible. Working closely with the Kanawha-Charleston Health Department, the City of Charleston, and Capitol Market, The Manahan Group LLC (TMG) quickly reorganized the event as a virtual event.

TMG reached out to the 15-20 of the Fox Trot sponsors and discussed ways that they could still receive some of the benefits they required for their sponsorship.

We had to move quickly, or the race would be cancelled, and sponsorship money would have to be returned. We invited all participants to walk or run on their own and log their times instead of gathering at the Capitol Market. We used the theme "Fox Trot Goes Virtual" to clearly communicate the decision that was made.

This included updating the Fox Trot website (www.FoxTrotWV.com), e-mailing all the participants and updating flyers and promotional materials. In addition, we worked closely with our race manager to set up a website where the virtual runners could post their 5k times and trophies could still be awarded to the winners of each category.

The race was able to raise \$44,000 for Parkinson's research and The Michael J. Fox Foundation.

The Manahan Group LLC's ability to adapt under significant time constraints such as this is superior to others because we can quickly adapt to the ever changing environment.

4.2.1.13. Demonstrate the ability to secure strategic earned media

The Manahan Group LLC (TMG) regularly demonstrates the ability to secure strategic earned media to meet the goals set forth by the client through our On Target planning process which can be reviewed on pages 4-5. Below are a few recent case studies.

Client: Mosaic Group

Contact: Marla Oros, RN, MS, FAAN, President

Phone: 410-852-5263, Email: mos@groupmosaic.com

Timeframe: 2021

Location: West Virginia - Statewide

Project Manager: Bethany West

In August of 2021 Mosaic Group enlisted the help of The Manahan Group LLC (TMG) to assist them locally in promoting their online support program, Families Strong WV, aimed at providing assistance to those helping someone dealing with Substance Use Disorder (SUD). With a contract nearing its expiration date, TMG was short on time and budget.

With a small budget and a need for flexible advertising with a long shelf life, it was decided that a radio spot be produced to air as a PSA on stations around the state. An ongoing issue that Mosaic Group has in securing earned media is a reluctance on the part of their participants to speak publicly about the program. TMG took a different approach, rather than searching for a current participant, we located a family on the other side of addiction who was willing to share their stories and speak to how much they would have appreciated a program like Families Strong WV when they were in the midst of their battles.

TMG leveraged media relationships and negotiated that the state's largest radio group air the spots in rotation. Additionally, the station group agreed to produce the spots, which kept Mosaic's costs for this effort to a minimum.

The Manahan Group LLC's approach to securing this strategic earned media was superior because without established relationships with media vendors throughout the state this effort would not have been possible in the budget allotted. Radio spots can be reviewed on the enclosed hard drive.

Client: Charleston Parkinson's Support Group / Fox Trot

Contact: Connie Jones, Vice-Chair

Phone: (304) 419-3555, Email: pj2aj@yahoo.com

Timeframe: 2012-2021

Location: Charleston, WV

Project Manager: George Manahan

Each year The Manahan Group LLC (TMG) assists the Charleston Parkinson's Support Group in holding their Fox Trot, a 5K that raises money for The Michael J. Fox Foundation. The event has historically been held at the Capitol Market in downtown Charleston in mid-March. The event is a fundraiser for The Michael J. Fox Foundation and the Charleston Parkinson's Support Group. With very little available to pay for advertising,

It was clear that establishing a relationship with a powerful media outlet would be key to keep this event going.

As such, TMG was able to create a partnership with local CBS affiliate WOWK to help in event promotions.

The Manahan Group LLC (TMG) negotiated strategic partnerships with local media outlets to promote the race. WOWK-TV served as the TV sponsor and WQBE-FM and Electric 102 operated as the radio sponsor. Knowing that media outlets are required to provide a percentage of airtime to community service, TMG negotiated sponsorship arrangements that provided the Fox Trot with two-weeks of free advertising on WOWK-TV and WQBE-Radio. The spots promoted the 5k race and how the money would be spent. Over the years, the partnership has helped the Fox Trot raise close to \$450,000 for Parkinson's research.

The Manahan Group LLC's (TMG's) approach to securing this strategic earned media is superior because TMG was able to leverage relationships with local station managers here in Charleston. This allowed us to partner with a station group that owns stations in four (4) different media markets around the state, providing flexibility should the Charleston Parkinson's Support Group wish to hold an event outside the Charleston area at some point in time.

4.2.1.14 Demonstrate sound management of project funds/budget.

The Manahan Group LLC (TMG) demonstrated sound management of project funds and budgets through cost effective strategies that aid our clients in securing the most cost-effective strategy to meet or exceed their goals. Below are a few recent case studies.

Client: West Virginia Department of Health and Human Resources / Department of Behavioral Health
Contact: Marsha Dadisman, SOR Grant Engagement Specialist
Phone: 304-558-0684, Email: Marsha.A.Dadisman@wv.gov
Timeframe: 2020-2021
Location: West Virginia - Statewide
Project Manager: Bethany West

In the summer of 2020, The Bureau for Public Health engaged The Manahan Group LLC in planning for their upcoming State Opioid Response (SOR) grant cycle. The task at hand was to create a campaign which could decrease the barriers to care of those affected by Substance Use Disorder (SUD).

In early meetings with the client, there was a strong desire to work with the same production company that handled their video production in 2019 with their previous agency.

Given that this was a production company out of Chicago, IL, TMG requested quotes from that firm as well as several WV video production companies. All were given the same concept and asked to provide an all-inclusive proposal for the project.

In 2019 the SOR program had spent approximately \$255k on producing two 30-second commercials promoting their program. Due to the 2019 production being handled by another agency, we are relying only what the vendor reported to us for this figure.

For 2020 we wanted to update the two long format testimonials on the website, as well as produce two 30-second television commercials, capture still images at the shoot and a radio spot. In quoting the same project for 2020 (given the evolving climate of COVID this spring). This same vendor quoted \$413 thousand dollars for the new project. TMG immediately reached out to the client to discuss their wish to work again with the same vendor when their quote was double the most expensive quote we received from West Virginia production companies. The decision was made to work with a local firm and shift those production dollars into media placements.

The Manahan Group LLC's (TMG's) approach to managing these project funds and budget was superior to other approaches because by decreasing the production budget by more than half we were able to both expand the assets on hand to include long and short format videos and radio while also shifting those funds into media placements that would actually reach the target audience, driving changes in behavior.

Client: Mosaic Group
Contact: Marla Oros, RN, MS, FAAN, President
Phone: 410-852-5263, **Email:** moros@groupmosaic.com
Timeframe: 2021
Location: West Virginia - Statewide
Project Manager: Bethany West

In January 2021, Mosaic Group enlisted the help of The Manahan Group LLC (TMG) to assist them locally in promoting their online support program aimed at providing assistance to those helping someone dealing with Substance Use Disorder (SUD).

They had a small budget and a need for flexible marketing to spread the word about their support programs. The Manahan Group LLC was able to take their \$10,000 budget and generate earned media through WSAZ in February promoting an upcoming support group session, reaching thousands of West Virginians. Additionally, TMG designed postcards for their partner agencies around the state to distribute, created a website with an auto generated registration email, managed a virtual booth for a healthcare event, managed a weekly email program and secured a PSA program worth tens of thousands of dollars on their behalf.

The Manahan Group LLC's approach to managing this budget was superior because without established relationships with vendors throughout the state this effort would not have been possible in the budget allotted.

4.2.1.15. Website visual concept design.

The Manahan Group LLC (TMG) has conceptualized a number of websites for clients over the years. TMG works closely with each client to ensure the end product is both visually appealing and user-friendly. Below are a few recent case studies. Creative assets can be reviewed in **Addenda C**.

Client: WV Outdoor
Contact: Frank Williams
Phone: 304-342-0932 , **Email:** fwilliams@wvoutdoor.com
Timeframe: 2018-2021
Location: Charleston, West Virginia
Project Manager: Tammy Harper

WV Outdoor approached The Manahan Group, LLC (TMG) to assist them with a complete rebranding effort including a new website, found at www.wvoutdoor.com. We worked closely with the client to define all functionality that the new site would need. While all design elements and website mapping were handled internally by TMG, their back-end data was managed by OMNI Strategic Technologies (OST). TMG then worked closely with OST to ensure that all maps, inventory, contracts, etc. could be seamlessly incorporated into the new site. Creative assets can be reviewed in **Addenda C**.

The Manahan Group LLC's (TMG's) approach to designing this website was superior to others due to our deep understanding of both website design and media buying. This combination allowed us to create a site that both shared all of the detailed information that WV Outdoor needed to make available, while keeping it simple for the user to navigate. Simply put, with a media buyer in-house who understands the local markets across the state, TMG knew what was most important to both the client and the target audience.

Client: Capitol Market
Contact: Nichole Green-Jenkins, Executive Director
Phone: 304-344-1905 , Email: nichole@capitolmarket.net
Timeframe: 2018-2021
Location: Charleston, West Virginia
Project Manager: George Manahan

The Manahan Group LLC sometimes works with a third party on websites that require high level functionality or e-commerce. TMG worked with website partner Zwinggi Creative who helped us to create Capitol Market's new website, located at www.CapitolMarket.net. TMG created the website design and coordinated photography on behalf of the client, and then brought in Zwinggi Creative to create the back end of the site including e-commerce portal, event calendar, etc.

The Manahan Group LLC's approach to this website design was superior because we live here, shop here and work here. We understood what the market needed their website for, and how the public would access it. This allowed a deep understanding of the project before it even began.

Client: VetNOW
Contact: M.E. Gamble
Phone: 304-788-8498, Email: meyancosekgamble@suddenlink.net
Timeframe: 2020-2021
Location: Charleston, West Virginia
Project Manager: George Manahan

In July of 2020, VetNOW contracted The Manahan Group LLC for assistance in creating a series of web pages that would aid the launch of their virtual care platform for pets. Their audience consisted of veterinarians across the country as well as pet owners.

The platform would allow for telemedicine to be extended to pets in the midst of the COVID-19 crisis. The telemedicine platform created collaborations between local veterinarians and specialists around the world that were simply not previously possible. The secure website allowed for veterinarians, specialists and pet owners to collaborate in real time on any web enabled device (mobile phone, tablet, computer, etc.).

For veterinarians it opened a new revenue stream that could be easily monetized, and for pet owners it provided access to a higher level of care for their pets.

The Manahan Group LLC's (TMG's) approach to this project was superior due to TMG's ability to change direction quickly as the COVID environment evolved.

4.2.1.16. Event and Conference Planning: The Department seeks to procure the services of a professional advertising and marketing vendor capable of providing event and conference planning for statewide and regional conferences, workshops, and/or meetings; state/regional fair coordination; and special meetings involving federal or other official visitors.

The vendor should provide 2 examples of events or conference projects. Contact information should be provided for verification.

The Manahan Group LLC regularly assists clients in planning events of all sizes. Some are small local events, while others are much larger attracting regional attendees. Each event is tailored to the goals and objectives of the event as well as how best to allow the target audience to participate. Following are a few recent examples. Creative assets can be reviewed in **Addenda C**.

Client: Try This WV

Contact: Brittney Bartlett, Executive Director

Phone: 304-997-4628, Email: director@trythiswv.gov

Timeframe: 2015 – 2021

Location: West Virginia - Statewide

Project Manager: Jessica Gamponia Wright

The Try This WV campaign, of which The Manahan Group LLC's Jessica Gamponia Wright was a founding member, executes a mission to "knock WV off the worst health lists". There are three (3) pillars to this program: mini grants, annual conferences, and a website (www.trythiswv.com).

Throughout the project, several organizational partnerships have been created and have kept individuals modeling obesity prevention behaviors such as eating healthy foods, consuming more water, being physically active, etc. A mini grant program has funded more than \$750,000 in grants awarded to communities and organizations to support these healthy behaviors.

These opportunities help communities leverage funding, build leadership skills, and learn from others in WV about what works.

This collective impact model, when communities all are working to knock WV off the worst health lists together. Also, several policy and environmental changes have occurred that provide better access to fruit and vegetables, places where people can be active and feel safe and have access to programs that improve health.

Each conference features West Virginia speakers who share their learning and outcomes, many success stories can be found on the website as well as tools to assist communities in initiating change. Try This WV is now in its sixth year and virtual sessions are now available. Thirty-two mini grants were awarded to communities this past year.

Currently, WV is ranked #2 for obesity prevalence in the nation per the Behavioral Risk Factor Surveillance System.

The superior approach to creating this program has ensured the success of healthy outcomes all over the state. In this past year thirty-two (32) mini grants were awarded to communities. To learn more about the success of this program, we invite you to visit their website – www.trythiswv.com.

Client: Charleston Parkinson's Support Group

Contact: Connie Jones, Vice-Chair

Phone: 304-419-3555, Email: pj2aj@yahoo.com

Timeframe: 2018

Location: Charleston, West Virginia

Project Manager: George Manahan

In the Spring of 2018, the Charleston Parkinson's Support Group enlisted the help of The Manahan Group LLC to hold their West Virginia Parkinson's Symposium. The Manahan Group LLC (TMG) coordinated all aspects of this event from venue selection to coordinating sponsors and speakers to producing all event materials including programs, signage and nametags.

The Symposium brought over two hundred (200) attendees and fourteen (14) different speakers to the Charleston Coliseum & Convention Center on September 15, 2018, with a goal of stimulating and educating caregivers, family members, first responders and medical personnel and those with Parkinson's themselves.

The full day event included conference style presentations by various doctors, nurses and therapists and ran from 8 a.m. to 3:45 p.m. There were ten different sessions covering topics regarding exercise, depression, medications and advice for caregivers.

Attendees walked away with a renewed confidence in battling or helping others battle this illness with the added comfort that there are numerous resources available to them. The event was a huge success.

The Manahan Group LLC's approach to planning conferences such as this is superior because of the connections we have within the medical community here in the state of West Virginia.

Client: Hartford Funds / SMART529

Contact: Justine Bartholomew, Strategic Marketing Consultant, SMART529 Marketing Lead

Phone: 610-387-2041, Email: Justine.Bartholomew@hartfordfunds.com

Timeframe: 2020-2021

Location: West Virginia - Statewide

Project Manager: Bethany West

The Manahan Group LLC (TMG) has been the agency of record for the SMART529 program since its inception more than fifteen (15) years ago. Our agency developed the brand and coordinated the advertising, public relations and outreach efforts for Hartford Funds. Their goal is to reach a wide demographic of adults raising elementary aged children in the state of West Virginia.

In an effort to reach these elementary school families, in 2007 through partnerships with Hartford Funds, the State Treasurer's Office and the Department of Education, TMG created an essay contest inviting Kindergarten through 5th grade students to write an essay about what they want to be when they grow up. These essays are judged based on the region of the state in which the child resides as well as their grade category. These grade categories are as follows: kindergarten & first grade students, second & third graders, and fourth & fifth graders. Fifteen regional winners are then selected (one from each region of the state and grade category) to win a \$500 SMART529 account, and the opportunity to be selected as the grand prize winner of an additional \$4,500 in that account giving them a total of \$5,000 towards their future education expenses.

The Manahan Group produces all materials and events promoting this contest including newsletter/brochures, posters, direct mail pieces and shipping materials. In time the contest has grown to include a teacher contest encouraging teachers to use the contest in their classrooms to encourage entries.

These promotional materials are shipped to schools across the state the first of each year, with entries due in late February. Students, along with their teachers and parents put together their best efforts and mail them in ahead of the deadline. TMG then processes all entries, sorts them by grade category and region, and creates packets for judges who then score them and return them to us. TMG then averages the scores and works with the West Virginia State Treasurer's Office to notify all winners before the school year ends.

The contest was initially held in the fall but was moved to Spring as the Board of Education and several teachers suggested that it would be a great practice for annual testing. This new timeframe has been a source of trouble for the past few years as teacher strikes and COVID-19 struck in the middle of the essay contest period. In both scenarios the deadline was extended, cutting processing time for The Manahan Group LLC in half. Additionally in 2020 we were unable to coordinate with the schools to announce their winners. However, over the summer COVID numbers were trending low, so everyone was hopeful for an in-person announcement event on September 23, 2021.

Due to rising cases of COVID-19 in the state, on August 27th of 2021 the decision was made to cancel the in-person event instead for the safety of all our winners. With a few weeks remaining, The Manahan Group LLC (TMG) then quickly coordinated all virtual event details with the teams at both Hartford Funds and the State Treasurer's Office. The event instead was held virtually via Zoom video conference and broadcasted live on Facebook for family and friends to participate as well. New packets were created for all winners detailing the virtual event details which overnighted to each family just one week after the decision was made. TMG then created opening and closing graphics to be used during the Facebook Live event and coordinated all aspects of the live feed during the event.

This event was a huge success, and the 2021 Grand Prize winner was Aurora who dreams of becoming a surgeon one day.

The Manahan Group LLC's approach to planning this event was superior due to our size and ability to immediately change gears as the COVID environment changed. By August TMG was planning two separate events; one in-person and one virtual and developed assets for both. Additionally, we had

already considered an alternative theme for next year's contest materials as a virtual event meant we would not have any new photography of this year's winners and would be unable to hold a photoshoot.

Client: Texas Health Institute

Contact: Stephanie Ondrias, Texas Health Institute

Phone: 512-279-3920, Email: Sondrias@texashealthinstitute.org

Timeframe: 2018

Location: Charleston, West Virginia

Project Manager: Jessica Gamponia Wright

In 2017 West Virginia was selected to host the 2018 Southern Obesity Conference. In her previous role at DHHR, The Manahan Group LLC's Jessica Gamponia Wright facilitated the coordination of planning this national conference with both her team at DHHR and the Texas Health Institute. The Charleston Coliseum & Convention Center was selected as the venue for this event. Through leveraging relationships with fourteen different organizations, sponsorships were secured to help in covering the costs associated with an event of this magnitude. Over 300 people from sixteen (16) states participated – one hundred fifty-five (155) of those were West Virginians.

A total of thirty-five (35) presentations were offered with twenty-three (23) of those presentations from West Virginia, provided information on their project impacts over the three-day event. At the conference, DHHR Secretary Crouch delivered the welcome and Jim Strawn served as the master of ceremonies.

Through this event DHHR Secretary Crouch was able to meet with other state leaders and was made aware that although West Virginia ranked #1 in obesity nationwide, the state was receiving no CDC or state funding to combat the issue. Secretary Crouch then put \$500,000 into the DHHR budget for obesity prevention.

Planning for this conference was superior to other approaches as leveraging existing relationships allowed for conference costs to be kept down and it achieved actionable results with funding for new programs to address the obesity issue within the state.

See - <https://www.southernobesitysummit.org/about-sos.html>

Client: West Virginia Department of Health and Human Resources / OCHS & HP/HPCD

Contact: Sheryn Carey, West Virginia Department of Health and Human Resources, OCHS & HP/HPCD

Phone: 304-356-4943, Email: Sheryn.L.Carey@wv.gov

Timeframe: 2020

Location: West Virginia - Statewide

Project Manager: Jessica Gamponia Wright

Jessica Gamponia Wright, now with The Manahan Group LLC (TMG), conducted the Think Tank for West Virginia's application for the "Addressing COVID-19 Health Disparities Among Racial and Ethnic Minorities and Rural Communities in WV" Centers for Disease Control and Prevention request for

proposals. Over sixty (60) participants attended (virtually) and gave feedback about what their organizations would do to strengthen health equity and what lessons they have learned through their work, etc.

Planning for this event was superior to other approaches as it allowed partners around the state to tell us what programs would work best in their local networks and communities. Additionally, the event and resulting proposal culminated with the award of \$30,370,777 for locally tailored initiatives focused specifically on race and ethnicity between May 2021 and May 2023.

Client: Diabetes Prevention Programs

Contact: Susie Sims, DHHR/BPH

Phone:304-356-2270, Email: Susan.R.Sims@wv.gov

Contact: Richard Ernst, DHHR / BMS

Phone:304-352-4284, Email: Richard.d.ernestjr@wv.gov

Timeframe: 2013-2021

Location: West Virginia - Statewide

Project Manager: Jessica Gamponia Wright

The Diabetes Prevention Program's goal is a lifestyle change and is recognized by the Centers for Disease Control and Prevention (CDC). The program focuses on individual behavior change and CDC classes such as DPP are implemented both face-to-face and virtually for those at risk for Type-2 diabetes to reduce that risk.

West Virginia has promoted this program to many sites to support their capacity to offer and provide this program to those who are at risk but have not yet been diagnosed. This 16-week program also focuses on reduction of high blood pressure. Support for participants in setting health goals, learning ways of eating healthy, being active, how to prepare for health care provider consultations, etc. have proven effective.

As of September 2021, there are twenty-two (22) sites across the state offering Diabetes Prevention Programs and some sites offer the program virtually. West Virginia has been working to expand sites across the state for several years allowing for the expanded availability of this class.

The approach used in creating these events is superior in that it worked so well that instructors have taken what they learned from the classes and adapted them to include topics in the classes in heart disease prevention. While Dr. Becker was unable to provide reimbursement for DPP, he did help to develop the Medicaid Health Home for Diabetes which supports health care providers that are assisting eligible patients with comprehensive medical care management, care coordination, health education, family and support resources and referral to community support services.

Client: WVU, OSHR

Contact: Samantha Shawley Browsky, WVU, OHSR

Phone: 304-293-0189, Email: sshawley@hsc.wvu.edu

Timeframe: 2017-2021

Location: West Virginia - Statewide

Project Manager: Jessica Gamponia Wright

The West Virginia Health Connection is a collaborative effort led by the West Virginia Bureau for Public Health and the Division of Health Promotion and Chronic Disease and was developed in part by The Manahan Group LLC's Jessica Gamponia Wright in her previous role.

This is a web-based system that has several purposes:

1. To provide a resource directory for community programs that support health promotion and chronic disease prevention
2. To provide a system where community program leaders can keep track of their participants' secure data to submit for program certification
3. To allow health care providers to refer their patients (who may not make participation decisions on their own to selected programs) and
4. Community program leaders can report their participant's progress back to the health care provider who referred them as well as measure effectiveness of programming (biometric monitoring, etc.)

Within the last year, 690 referrals were made to community programs – 1,449 participants attended these programs. Marketing of these programs is done through the health care systems (WVU Office of Health Services Research provides several systems technical assistance with their electronic health records systems); community leaders of the available programs; organizations who are offering programs virtually; etc.

Programs offered include but aren't limited to: Diabetes Prevention Program, Chronic Disease Self-Management Program, FARMacy and Walk with Ease. All programs are evidence-based and a waitlist is used for those participants who may not yet want to participate but are contacted when they are ready.

Preventing chronic conditions through early identification of risk and intervention to reduce risk is essential. Primary care and community-based programs need a more connected informatics system by which they work in tandem to identify, refer, treat, and track target populations. This case study in quality improvement examines the effectiveness of national diabetes prevention programming in West Virginia via the West Virginia Health Connection initiative, which was designed to provide such an informatics structure. Cohort analysis reveals an average weight loss of 13.6 pounds—or 6.3 percent total body weight loss—per person. These changes represent decreased risk of diabetes incidence and increased healthcare savings. Lessons learned are applicable to other areas aiming to build and sustain a data-informed health analytics network.

The approach in developing this effort was superior in its multi-pronged approach using the Community Clinical Linkage Systems for the Prevention of Obesity and Other Chronic Diseases (Dietz, et al) to solving

healthcare issues. We invite you to learn more at <https://www.wvhealthconnection.com>. Success stories and publications are also featured on the website.

4.2.1.17. Video Production: The Department seeks to procure the services of a professional advertising and marketing vendor capable of providing quality video production services and related materials, including website, social media platform, and internet ready versions.

The vendor should provide 2 examples of each from prior projects. Contact information should be provided for verification.

The Manahan Group LLC regularly manages video production for a number of clients. Some are large production projects, while some are small with limited scope. We approach each in the same way – narrow down the message, create a concept that elicits the desired response, and partner with the vendor that can make this all come to fruition as detailed in our responses to subsections 4.2.1.17.1, 4.2.1.17.2, 4.2.1.17.3, 4.2.1.17.4 and 4.2.1.17.5. Creative assets can be reviewed in **Addenda C**, please see enclosed hard drive for audio and video files. Casting documentation can be reviewed in **Addenda F**.

4.2.1.17.1. Demonstrate the ability to record and produce video, either an in-house production or through an established relationship with a third party.

The Manahan Group LLC (TMG) has established relationships with several third-party video production vendors to create relevant content for clients. While we have worked with a handful of out-of-state vendors we've worked with a variety of local West Virginia video production companies in an effort to maximize budgets which makes our approach superior to others in keeping production costs down so that the majority of funding can be spent on distribution rather than on production. Video assets can be reviewed in **Addenda C**, please see enclosed hard drive for video files.

Client: West Virginia Department of Health and Human Resources / Department of Behavioral Health
Contact: Marsha Dadisman, SOR Grant Engagement Specialist
Phone: 304-558-0684, Email: Marsha.A.Dadisman@wv.gov
Timeframe: 2020-2021
Location: West Virginia - Statewide
Project Manager: Bethany West

In the summer of 2020, The Bureau for Public Health engaged The Manahan Group LLC in planning for their upcoming State Opioid Response (SOR) grant cycle. The task at hand was to create a campaign which could decrease the barriers to care of those affected by Substance Use Disorder (SUD).

The bureau's goal was to change the preconceptions on the part of first responders and those within the medical community that were creating barriers to care for those with SUD. In working with WVU we were able to survey those within these communities and build a baseline for their feelings towards those patients being seen for SUD related issues. The stigmas surrounding SUD were generating an expectation within the SUD community that in seeking help they would be treated as "lesser" than other patients. A combination of the Social Norms Theory, the Theory of Planned Behavior and the Health

Belief Model were utilized to build a campaign that would generate long term results amongst the target audience.

Prior to concepting this campaign, TMG surveyed those that fit the demographic, including but not limited to – first responders, medical professionals, EMTs, law enforcement and QRT (QUICK RESPONSE TEAM) members across the state to gauge their feelings on the opioid crisis in the state. A key finding that came out of the survey was that while a majority of respondents felt that the community should support those who seek help with their SUD, a larger percentage also felt that those with SUD lacked self-discipline.

TMG worked closely with the Bureau of Behavioral Health to create a message that would speak to the heart of one of West Virginia's core values: we take care of each other. With the help of WVU volunteers were identified who were willing to share their personal story. We first pre-interviewed each volunteer to learn their stories and prepare for longer format interviews. The interviews went well and kept our costs down as it allowed each volunteer to get comfortable in front of a camera and to be confident in sharing their stories with us. This allowed nearly all campaign elements to be shot for all four volunteers in a single day, keeping production costs to a minimum with only a small cast and crew for B-roll shots on day two.

The Manahan Group LLC's approach to recording and producing this video project is superior because we have established great relationships with local West Virginian video production companies. We were able to work with the client to locate and interview West Virginians with real stories to tell. TMG was then able to create a quick connection with the volunteers prior to the interviews, allowing them to open up and feel comfortable. Outside agencies regularly partner with us to find a local voice willing to share their stories because West Virginians are generally less open to sharing their stories with "outsiders."

Client: West Virginia Division of Tobacco Prevention

Contact: Jim Kerrigan, Director

Phone: 304-356-4219, Email: James.F.Kerrigan@wv.gov

Timeframe: 2021

Location: West Virginia - Statewide

Project Manager: Bethany West

In January of 2021 the West Virginia Division of Tobacco Prevention reached out to The Manahan Group LLC (TMG) for assistance with their messaging for the year. The program has two distinct messages each with their own target audience but each focuses on decreasing tobacco use amongst West Virginians. The Quitline program provides support to West Virginians over the age of 18 who are looking to end their tobacco addiction, while the RAZE campaign focuses on keeping teens from getting addicted in the first place.

After reviewing secondary research available (new research was not possible due to a combination of budget restrictions and COVID-19), TMG worked closely with DTP and their partner agencies (American Lung Association) to create a message for each that worked for their audiences.

For the RAZE campaign targeting teenagers, the American Lung Association was interested in a summer campaign to increase recruitment in RAZE programs around the state. In order to do so TMG reviewed

research by conducted by the Bureau for Public Health in January of 2020 showing that the top reasons that teens decide to vape are most likely either peer pressure or the various flavors that are available. We then crafted a message that communicated a response to these reasons and included the “Stop the Liquid Lies” tagline which had been established. Digital was selected as the best medium for this audience for two reasons – first, teens are always on their mobile devices and secondly we wanted to drive traffic to the RAZE Recruitment webpage. A mix of paid digital ad placements and social media content would allow both goals to be achieved in the most cost-effective way.

The animation was fairly simple – incorporating bright colors with a few teenage characters. The spots were kept to only :15 to accommodate the short attention of teens.

One message took the typical “1 in 3 WV Teens Vape” and flipped it to show that 2 in 3 (or 64.3 percent) choose not to vape. Visually the spot had one vaping teen and two none vaping teens, with the two non-vapers pulling the third out of a cloud of vapor. The vapor clears leaving a message of “It’s time to stop the Liquid Lies” and a call to action to visit the RAZE WV recruitment page.

The second spot centered around the fruity flavors that tobacco companies are using to target teens with their products. The spot opened with a cell phone showing a headline of “Most Vapes Contain Nicotine,” and with a puff of smoke animated fruits appear on screen. The teens then discuss that tobacco companies are getting them hooked with fruity flavors as fish hooks pierce each fruit. The vapor clears leaving a message of “It’s time to stop the Liquid Lies” and a call to action to visit the RAZE WV recruitment page.

The Manahan Group LLC’s approach to this video production project was superior to others because our existing relationships with a video animation company allows us to turn this project around very quickly due to the client’s desire of using the animated spots over the summer months.

4.2.1.17.2. Demonstrate the ability to record and produce video for use on tv and cable networks, websites, internet, and social media platforms.

The Manahan Group LLC (TMG) has established relationships with several third-party video production vendors which allows us to record and produce video for use across all platforms including but not limited to tv, cable, websites, internet and social media platforms. Video assets can be reviewed in **Addenda C**, please see enclosed hard drive for video files.

Client: West Virginia Department of Health and Human Resources / Department of Behavioral Health
Contact: Marsha Dadisman, SOR Grant Engagement Specialist
Phone: 304-558-0684, **Email:** Marsha.A.Dadisman@wv.gov
Timeframe: 2020-2021
Location: West Virginia - Statewide
Project Manager: Bethany West

In the summer of 2020, The Bureau for Public Health engaged The Manahan Group LLC in planning for their upcoming State Opioid Response (SOR) grant cycle. The task at hand was to create a campaign which could decrease the barriers to care of those affected by Substance Use Disorder (SUD).

The bureau's goal was to change the preconceptions on the part of first responders and those within the medical community that were creating barriers to care for those with SUD. In working with WVU we were able to survey those within these communities and build a baseline for their feelings towards those patients being seen for SUD related issues. The stigmas surrounding SUD were generating an expectation within the SUD community that in seeking help they would be treated as "lesser" than other patients. A combination of the Social Norms Theory, the Theory of Planned Behavior and the Health Belief Model were utilized in order to build a campaign that would generate long term results amongst the target audience.

Prior to concepting this campaign, TMG surveyed those that fit the demographic, including but not limited to – first responders, medical professionals, EMTs, law enforcement and QRT (Quick Response Team) members across the state to gauge their feelings on the opioid crisis in the state. A key finding that came out of our survey was that while a majority of respondents felt that the community should support those who seek help with their SUD, a larger percentage also felt that those with SUD lacked self-discipline.

TMG worked closely with the Bureau of Behavioral Health to create a message that would speak to the heart of one of West Virginia's core values: we take care of each other. With the help of WVU we identified volunteers who were willing to share their message. We first pre-interviewed each volunteer to learn their stories and prepare for longer format interviews. The interviews went well and kept our costs down as it allowed each volunteer to get comfortable in front of a camera and to be confident in sharing their stories with us. This allowed us to shoot nearly all campaign elements for all four volunteers in a single day, keeping production costs to a minimum with only a small cast and crew for B-roll shots on day two.

In anticipation of this campaign, the website needed updates in order to best serve the audiences intended to be visiting upon its launch. TMG utilized the CDC Clear Communication Index to refine copy on the site as well as reworked the site's navigation in order to make the website more user-friendly. Additionally, pages were added that included a directory of family resources, as well as pages for Naloxone and drug safety information. Once the new campaign assets were ready all homepage and stories content were also updated to add these new stories.

A campaign of this magnitude requires a multi-pronged approach in terms of media placement. The media mix relied heavily on digital advertising to reach the primary audience of those within the medical community – both video and display advertisements to drive traffic to the website. A secondary audience of West Virginians 18 and older was also targeted. The only difference between the two sets of ad copy was the identification of our volunteer. Lisa Marshall, the face of this year's paid media campaign was a nurse who, through her addiction lost this career path among many other things. Currently she works within the recovery community to help those who are now in her past position. Again, to drive home the fact that the opioid crisis can and does affect people from every socioeconomic background in those targeting the medical community Lisa is identified as a former nurse, while the ads targeting those within the general public identified her as a recovery specialist.

In addition to these traditional and digital media components, TMG also researched creative ways in which we could reach those with SUD where they were. In working with pharmacies, posters and video board ads were secured in addition to sponsored pharmacy bags, as well as a partnership that allowed

HIPAA compliant BacktoLifeWV.org information to be printed alongside the drug information for 100,000 opioid prescriptions around the state.

Over 4.3 million impressions have been generated within the medical community alone. Additionally, our general campaign – reaching all Adults 18+ including those within the medical community and the general public has generated over 568 million impressions.

The Manahan Group LLC's (TMG's) approach to producing these video assets was superior to others because we worked to find, interview, script and cast actual West Virginia stories as well as to hire a cast and crew made up entirely of West Virginians to carry this message to other residents. The spots and testimonials were produced specifically for the target audience rather than mass produced and tagged with a West Virginia logo and web address at the end.

Client: VetNow

Contact: M.E. Gamble

Phone: 304-788-8498, Email: meyancosekgamble@suddenlink.net

Timeframe: 2020

Location: West Virginia - Statewide

Project Manager: George Manahan

In July of 2020 VetNOW contracted The Manahan Group LLC for assistance in creating an animated video for their websites that would explain the new telemedicine platform they were launching.

The platform would allow for telemedicine to be extended to pets in the midst of the COVID-19 crisis. The telemedicine platform created collaborations between local veterinarians and specialists around the world that were simply not previously possible. The secure website allowed for veterinarians, specialists and pet owners to collaborate in real time on any web enabled device (mobile phone, tablet, computer, etc.).

For veterinarians it opened a new revenue stream that could be easily monetized and for pet owners it provided access to a higher level of care for their pets.

The goal of this video was to communicate the details of the program to potential veterinary specialists around the world to increase participation in the platform and expand care to millions of pets. The video would simulate what a telemedicine appointment would look like within the veterinary community and how it would provide access to out of area specialists to local families during COVID-19.

Due to the restrictions of the COVID-19 environment these were animated spots.

The Manahan Group LLC's (TMG's) approach to record and produce these animated videos is superior because in a time when many productions were put on hold due to the COVID-19 pandemic, TMG was able to write, animate, produce and distribute an animated video launching a new program with the help of the third-party animation company.

4.2.1.17.3. Demonstrate the ability to interview and cast talent who will share their real-life experiences and stories to promote campaign messages.

The Manahan Group LLC (TMG) regularly works with clients to cast local West Virginia talent have compelling stories to tell. This ensures that the message is always authentic. Below are a few examples, creative assets can be reviewed in **Addenda C**, please see enclosed hard drive for audio and video files. Casting documentation can be reviewed in **Addenda F**.

Client: West Virginia Department of Health and Human Resources / Department of Behavioral Health
Contact: Marsha Dadisman, SOR Grant Engagement Specialist
Phone: 304-558-0684, **Email:** Marsha.A.Dadisman@wv.gov
Timeframe: 2020-2021
Location: West Virginia - Statewide
Project Manager: Bethany West

In the summer of 2020, The Bureau for Public Health engaged The Manahan Group LLC in planning for their upcoming State Opioid Response (SOR) grant cycle. The task at hand was to create a campaign which could decrease the barriers to care of those affected by Substance Use Disorder (SUD).

The bureau's goal was to change the preconceptions on the part of first responders and those within the medical community that were creating barriers to care for those with SUD. In working with WVU we were able to survey those within these communities and build a baseline for their feelings towards those patients being seen for SUD related issues. The stigmas surrounding SUD were generating an expectation within the SUD community that in seeking help they would be treated as "lesser" than other patients. A combination of the Social Norms Theory, the Theory of Planned Behavior and the Health Belief Model were utilized to build a campaign that would generate long term results amongst the target audience.

Prior to conceptualizing this campaign, TMG surveyed those that fit the demographic, including but not limited to – first responders, medical professionals, EMTs, law enforcement and QRT (QUICK RESPONSE TEAM) members across the state to gauge their feelings on the opioid crisis in the state. A key finding that came out of the survey was that while a majority of respondents felt that the community should support those who seek help with their SUD, a larger percentage also felt that those with SUD lacked self-discipline.

TMG worked closely with the Bureau of Behavioral Health to create a message that would speak to the heart of one of West Virginia's core values: we take care of each other. With the help of WVU, volunteers who were willing to share their personal story were identified. We first pre-interviewed each volunteer to learn their stories and prepare for longer format interviews. The interviews went well and kept our costs down as it allowed each volunteer to get comfortable in front of a camera and to be confident in sharing their stories with us. This allowed nearly all campaign elements to be shot for all four volunteers in a single day, keeping production costs to a minimum with only a small cast and crew for B-roll shots on day two.

Summaries of those interviews can be found on **Addenda F**.

The Manahan Group LLC's approach to casting this talent is superior because we too are local West

Virginians. We were able to create a quick connection with these volunteers prior to the interviews, allowing them to open up and feel comfortable. Outside agencies regularly partner with us to find a local voice willing to share their stories because West Virginians are generally less open to sharing their stories with “outsiders”.

Client: Charleston Parkinson’s Support Group / 3 Questions

Contact: George Manahan, Director

Phone: (304) 546-6174, Email: gmanahan@manahangroup.com

Timeframe: 2018

Location: Charleston, West Virginia

Project Manager: George Manahan

In the Spring of 2018, the Charleston Parkinson’s Support Group enlisted the help of The Manahan Group LLC (TMG) to hold their West Virginia Parkinson’s Symposium. The Manahan Group LLC coordinated all aspects of the event from venue selection to coordinating sponsors and speakers to producing all event materials including programs, signage and nametags.

The symposium was a day-long conference aimed at bringing the latest information about Parkinson’s Disease to a West Virginia audience. The conference brought together Parkinson’s experts from West Virginia, Ohio and Pennsylvania as well as national specialists in the field.

The Manahan Group LLC used the opportunity of having these foremost experts in the field available and recorded videos of them answering three Parkinson’s-related questions. The videos were edited and used on the support groups’ social media pages and website. The three questions entailed:

1. What one myth would you like to dispel about Parkinson’s Disease?
2. What excites you about the future of Parkinson’s Disease?
3. What one thing can a person with Parkinson’s Disease do to improve their life?

The Manahan Group LLC pre-interviewed the experts via phone before the conference and prepped them for the upcoming interview. We also explained to the experts how the videos would be used and received their written permission. The agency worked with the Charleston Coliseum & Convention Center to find the perfect location. The videos were extremely well received by the Parkinson’s community and have been used by the experts in subsequent presentations.

The Manahan Group LLC’s approach to interview and cast talent for this project is superior because our strong connections within the medical and video production communities allowed for authentic stories to be told via this short question video series. Healthcare myths were dispelled, and the experts shared hope with patients all over the state.

4.2.1.17.4. Demonstrate the ability to record and produce educational materials that incorporate best practices for public health promotion, behavior change, social marketing and edutainment (a form of incorporating implicit learning into entertainment) for websites, social media and other platforms.

The Manahan Group LLC (TMG) has worked with a number clients to record and produce educational materials for websites, social media and other platforms. Below are a few recent case studies. Creative

assets can be reviewed in **Addenda C**, please see enclosed hard drive for audio and video files.

Client: DHHR / Adolescent Pregnancy Prevention Initiative

Contact: Deena Ellison, Director

Phone: 304-550-5805, Email: Deena.S.Ellison@wv.gov

Timeframe: 2020-2021

Location: Charleston, West Virginia

Project Manager: Bethany West

In the fall of 2020, The Adolescent Pregnancy Prevention Initiative reached out to The Manahan Group LLC (TMG) with an issue. With school largely operating remotely, they needed a way to get their message to students they traditionally reach through in-classroom presentations and discussions.

With a very limited budget, made up of funds not being used to reimburse travel for the staff, TMG worked with them to produce videos that would operate like their classroom presentations. Being posted to a website, they would be easily shared from teacher to student – whether they were in a physical classroom or virtual.

With Powerpoint presentations typically used in the classroom, TMG worked to write scripts for a series of nine videos communicating various topics surrounding teen pregnancy and reproductive efforts. After a few meetings with the client, the decision was made to brand the series “Real Talk,” and a logo was created for use on the opening frame of each.

All videos in the series were finalized and are housed on the client’s website. The video series can be reviewed in **Addenda C**, please see enclosed hard drive for audio and video files.

The Manahan Group LLC’s (TMG’s) approach to producing these educational materials was superior because, through established relationships with local video production companies, we were able to maximize every dollar spent. With only \$8,000 in total to work with, it’s unlikely that anyone else could have produced a video series of this magnitude at this cost. Talent was made up of local representatives and volunteers already familiar in the schools. TMG did revamp all of the existing classroom presentations so that they would work on the new virtual format, the talent was already very familiar with their content and therefore the shoot went rather quickly. Due to delays in additional talent arriving, we did run out of time on day one, but were able to quickly regroup and adjust plans to meet back first thing in the morning to shoot the final two videos in the series.

Client: West Virginia Division of Tobacco Prevention

Contact: Jim Kerrigan, Director

Phone: 304-356-4219, Email: James.F.Kerrigan@wv.gov

Timeframe: 2021

Location: Charleston, WV

Project Manager: Bethany West

In January of 2021, the Division of Tobacco Prevention reached out The Manahan Group LLC (TMG) for assistance with their messaging for the year. The program has two distinct messages each with their own target audience, but all focusing on decreasing tobacco use amongst West Virginians. The Quitline

program provides support to West Virginians over the age of 18 who are looking to end their tobacco addiction, while the RAZE campaign focuses on keeping teens from getting addicted in the first place. After reviewing secondary research available (new research was not possible due to a combination of budget restrictions and COVID), TMG worked closely with DTP and their partner agencies (American Lung Association) to create a message for each that worked for their audience.

For the RAZE campaign targeting teenagers, the Lung Association was interested in a summer campaign to increase recruitment in RAZE programs around the state. In order to do so TMG reviewed research showing that the top reasons that teens decide to vape are most likely either peer pressure or the various flavors that are available. We then crafted a message that communicated a response to these reasons and included the “Stop the Liquid Lies” tagline which had been established. Digital was selected as the best medium for this audience for two reasons – first, teens are always on their mobile devices and secondly, we wanted to drive traffic to the RAZE Recruitment webpage. A mix of paid digital ad placements and social media content would allow both goals to be achieved in the most cost-effective way.

The animation was fairly simple – incorporating bright colors with a few teenage characters. The spots were kept to only :15 to accommodate the short attention of teens.

One message took the typical “1 in 3 WV Teens Vape” and flipped it to show that 2 in 3 (or 64.3 percent) choose not to vape. Visually the spot had one vaping teen and two non-vaping teens, with the two non-vapers pulling the third out of a cloud of vapor. The vapor clears leaving a message of “It’s time to stop the Liquid Lies” and a call to action to visit the RAZE WV recruitment page.

The second spot centered around the fruity flavors that tobacco companies are using to target teens with their products. The spot opened with a cell phone showing a headline of “Most Vapes Contain Nicotine”, and with a puff of smoke animated fruits appear on screen. The teens then discuss that tobacco companies are getting them hooked with fruity flavors as fish hooks pierce each fruit. The vapor clears leaving a message of “It’s time to stop the Liquid Lies” and a call to action to visit the RAZE WV recruitment page.

Since The American Lung Association (ALA) handles social media for RAZE, the final piece of this campaign was to create elements that could be used on the social media feeds that they manage. TMG created multiple posts including content and images which were sent to ALA to manage.

The paid media placements generated over 955,000 impressions with an impressive view through rate of 75.86 percent – whereas the industry average is only 65 percent.

TMG’s approach to this video production was superior to others because an existing relationship with an animation company allowed us to bring to life the client’s vision with original animation quickly.

4.2.1.17.5 Demonstrate the ability to record and produce video from conferences, including speakers and/or activities.

The Manahan Group LLC (TMG) has demonstrated the ability to record and produce video from conferences for a number different clients and events. Below are a few recent case studies. Creative

assets can be reviewed in **Addenda C**, please see enclosed hard drive for video files.

Client: Charleston Parkinson's Support Group
Contact: Connie Jones, Vice-Chair
Phone: 304-419-3555, **Email:** pj2aj@yahoo.com
Timeframe: 2018
Location: West Virginia - Statewide
Project Manager: Bethany West

In the Spring of 2018, the Charleston Parkinson's Support Group enlisted the help of The Manahan Group LLC to record a video series at their West Virginia Parkinson's Symposium. In addition to live broadcasting this event via Facebook Live, The Manahan Group LLC (TMG) coordinated all aspects of this event from venue selection to coordinating sponsors and speakers to producing all event materials including programs, signage and nametags. Additionally a video series, 3 Questions was also filmed during the event.

The Symposium brought over two-hundred (200) attendees and fourteen (14) different speakers to the Charleston Coliseum & Convention Center on September 15, 2018 with a goal of stimulating and educating caregivers, family members, first responders and medical personnel and those with Parkinson's themselves.

The full day event ran from 8 a.m. to 3:45 p.m. with conference style presentations by various doctors, nurses and therapists. There were ten different sessions covering topics regarding exercise, depression, medications and advice for caregivers.

During the conference, The Manahan Group LLC broadcasted the Symposium through Facebook Live, allowing those who were unable to attend the conference to hear the general session presentations. In addition, The Manahan Group produced two videos – 3 Questions – which highlighted the answers of experts attending the conference to three Parkinson's related questions. The videos were used on the support group's Facebook page and website. The Manahan Group worked closely with the speakers and the Convention Center staff to produce the project.

Attendees walked away with a renewed confidence in battling or helping others battle this illness with the added comfort that there are numerous resources available to them. The event was a huge success.

The Manahan Group LLC's approach to recording and producing video at conferences and events is superior to other approaches because our established relationships with local production companies all over the state allow us to coordinate these services for conferences and events anywhere in the state.

Client: Hartford Funds / SMART529

Contact: Justine Bartholomew, Strategic Marketing Consultant, SMART529 Marketing Lead

Phone: 610-387-2041, Email: Justine.Bartholomew@hartfordfunds.com

Timeframe: 2020-2021

Location: West Virginia - Statewide

Project Manager: Bethany West

The Manahan Group LLC (TMG) has been the agency of record for the SMART529 program since its inception more than fifteen (15) years ago. Our agency developed the brand and coordinated the advertising, public relations and outreach efforts for Hartford Funds. Their goal is to reach a wide demographic of adults raising elementary aged children in the state of West Virginia.

In an effort to reach these elementary school families, in 2007 through partnerships with Hartford Funds, the State Treasurer's Office and the Department of Education, TMG created an essay contest inviting Kindergarten through 5th grade students to write an essay about what they want to be when they grow up. These essays are judged based on the region of the state in which the child resides as well as their grade category. These grade categories are as follows: kindergarten & first grade students, second & third graders, and fourth & fifth graders. Fifteen regional winners are then selected (one from each region of the state and grade category) to win a \$500 SMART529 account, and the opportunity to be selected as the grand prize winner of an additional \$4,500 in that account giving them a total of \$5,000 towards their future education expenses.

The Manahan Group LLC produces all materials and events promoting this contest including newsletter/brochures, posters, direct mail pieces and shipping materials. In time the contest has grown to include a teacher contest encouraging teachers to use the contest in their classrooms to encourage entries.

These promotional materials are shipped to schools across the state the first of each year, with entries due in late February. Students, along with their teachers and parents put together their best efforts and mail them in ahead of the deadline. TMG then processes all entries, sorts them by grade category and region and creates packets for judges who then score and return them to us. TMG then averages the scores and works with the West Virginia State Treasurer's Office to notify all winners before the school year ends.

The contest was initially held in the fall but was moved to Spring as the Board of Education and several teachers suggested that it would be a great practice for annual testing. This new timeframe has been a source of trouble for the past few years as teacher strikes and COVID-19 struck in the middle of the essay contest period. In both scenarios the deadline was extended, cutting processing time for The Manahan Group LLC in half. Additionally in 2020, we were unable to coordinate with the schools to announce their winners. However, over the summer COVID numbers were trending low so everyone was hopeful for an in-person announcement event on September 23, 2021.

Due to rising cases of COVID-19 in the state, on August 27th of 2021 the decision was made to cancel the in-person event for the safety of all our winners. With a few weeks remaining, The Manahan Group LLC (TMG) quickly coordinated all virtual event details with the teams at both Hartford Funds and the State Treasurer's Office. The event was held virtually via Zoom video conference and broadcast live on

Facebook for family and friends to participate as well. New packets were created for all winners containing the virtual event details and overnighted to each family just one week after the decision was made. TMG then created opening and closing graphics to be used during the Facebook Live event and coordinated all aspects of the live feed during the event.

This event was a huge success, and the 2021 Grand Prize winner was Aurora who dreams of becoming a surgeon one day.

The Manahan Group LLC's approach to recording and broadcasting this event live was superior due to our size and ability to immediately change gears as the COVID environment changed. We worked closely with the West Virginia State Treasurer's Office to produce and broadcast the event while they hosted the ceremony.

The change from an in-person event to a virtual one meant that we needed to find a way to allow family and loved ones to participate in the event without encouraging people to gather, as all of the contest winners were too young to be vaccinated against COVID-19.

4.2.1.18. Public Health Related Experience: The Department seeks to procure the services of a professional vendor capable of identifying entry points into the priority population, research planning, behavioral change principles supporting expected outcomes, incorporation of public health communications, social marketing, health promotion best practices, and evaluation planning to measure change.

The vendor should provide 2 examples of public health-related research and analysis, population health, public health communication, social marketing, behavior change models, and health promotion related projects/full campaigns completed in the last 5 years.

The Manahan Group LLC (TMG) has a wealth of experience in creating marketing campaigns within the public health field that effect change among target audiences. While not all efforts include a budget that will allow for complex qualitative primary research, in all cases, TMG campaigns are rooted in research-based decisions – either primary or secondary – that are agreed upon at the outset of a campaign during our On Target planning process. Please see pages 4-5 for additional details. Below are a few recent examples of how TMG has helped clients to identify research and analysis, population health, public health communication, social marketing, behavior change models and health promotions related projects. Below are a few recent examples, creative assets can be reviewed in **Addenda C**, please see enclosed hard drive for audio and video files.

Client: West Virginia Department of Health and Human Resources / Department of Behavioral Health
Contact: Marsha Dadisman, SOR Grant Engagement Specialist
Phone: 304-558-0684, **Email:** Marsha.A.Dadisman@wv.gov
Timeframe: 2020-2021
Location: West Virginia - Statewide
Project Manager: Bethany West

In the summer of 2020, The Bureau for Public Health engaged The Manahan Group LLC in planning for their upcoming State Opioid Response (SOR) grant cycle. The task at hand was to create a campaign which could decrease the barriers to care of those affected by Substance Use Disorder (SUD).

The bureau's goal was to change the preconceptions on the part of first responders and those within the medical community that were creating barriers to care for those with SUD. In working with WVU we were able to survey those within these communities and build a baseline for their feelings towards those patients being seen for SUD related issues. The stigmas surrounding SUD were generating an expectation within the SUD community that in seeking help they would be treated as "lesser" than other patients. A combination of the Social Norms Theory, the Theory of Planned Behavior and the Health Belief Model were utilized in order to build a campaign that would generate long term results amongst the target audience.

Prior to conceiving this campaign, TMG surveyed those that fit the demographic, including but not limited to – first responders, medical professionals, EMTs, law enforcement and QRT (Quick Response Team) members across the state to gauge their feelings on the opioid crisis in the state. A key finding that came out of our survey was that while a majority of respondents felt that the community should support those who seek help with their SUD, a larger percentage also felt that those with SUD lacked self-discipline.

TMG worked closely with the Bureau of Behavioral Health to create a message that would speak to the heart of one of West Virginia's core values: we take care of each other. With the help of WVU we identified volunteers who were willing to share their message. We first pre-interviewed each volunteer to learn their stories and prepare for longer format interviews. The interviews went well and kept our costs down as it allowed each volunteer to get comfortable in front of a camera and to be confident in sharing their stories with us. This allowed us to shoot nearly all campaign elements for all four volunteers in a single day, keeping production costs to a minimum with only a small cast and crew for B-roll shots on day two.

In anticipation of this campaign, the website needed updates in order to best serve the audiences intended to be visiting upon its launch. TMG utilized the CDC Clear Communication Index to refine copy on the site as well as reworked the site's navigation in order to make the website more user-friendly. Additionally, pages were added that included a directory of family resources, as well as pages for Naloxone and drug safety information. Once the new campaign assets were ready all homepage and stories content were also updated to add these new stories.

A campaign of this magnitude requires a multi-pronged approach in terms of media placement. The media mix relied heavily on digital advertising to reach the primary audience of those within the medical

community – both video and display advertisements to drive traffic to the website. A secondary audience of West Virginians 18 and older was also targeted. The only difference between the two sets of ad copy was the identification of our volunteer. Lisa Marshall, the face of this year's paid media campaign was a nurse who, through her addiction lost this career path among many other things. Currently she works within the recovery community to help those who are now in her past position. Again, to drive home the fact that the opioid crisis can and does affect people from every socioeconomic background in those targeting the medical community Lisa is identified as a former nurse, while the ads targeting those within the general public identified her as a recovery specialist.

In addition to these traditional and digital media components, TMG also researched creative ways in which we could reach those with SUD where they were. In working with pharmacies, posters and video board ads were secured in addition to sponsored pharmacy bags, as well as a partnership that allowed HIPAA compliant BacktoLifeWV.org information to be printed alongside the drug information for 100,000 opioid prescriptions around the state.

Over 4.3 million impressions have been generated within the medical community alone. Additionally, our general campaign – reaching all Adults 18+ including those within the medical community and the general public has generated over 568 million impressions.

The Manahan Group LLC's (TMG's) approach to this effort was superior to others because we worked to find, interview, script and cast actual West Virginia stories as well as to hire a cast and crew made up entirely of West Virginians to carry this message to other residents. The spots and testimonials were produced specifically for the target audience, rather than mass produced and tagged with a West Virginia logo and web address at the end. Media planning – both earned and paid – in West Virginia is complex as all but one media market spills heavily into other states which is not helping West Virginia residents. TMG's experience in media buying in this state is unmatched as it is not as simple as ratings and impressions because in many cases those are not West Virginia residents, which inflates the ad spend and wastes state dollars.

Client: West Virginia Governor's Highway Safety Program
Contact: Aimee Cantrell, Public Information Specialist
Phone: 304-926-3901, Email: Aimee.B.Cantrell@wv.gov
Timeframe: 2012-2020
Location: West Virginia - Statewide
Project Manager: Bethany West

The Manahan Group LLC (TMG) worked closely with the Governor's Highway Safety Program (GHSP) for a number of years on various public health related transportation campaigns such as Click It or Ticket promoting wearing a seatbelt, Motorcycle Safety promoting safe riding or Impaired Driving discouraging the act of driving under the influence of drugs and alcohol. All campaigns are initially approached in the same manner: the first step is defining the target audiences-not just a demographic age and sex, but what are their habits-where do they go and what do they do? What is leading them to the behavior(s) that we want to change? What is the campaign's goal-do we want to simply educate the public or do we need them to act (e.g., sign a petition, take a class, fasten a seatbelt)?

Once those questions were answered we delved deeper into how best to reach the largest percentage

of these West Virginians in the most cost-effective way possible. While having a short-term call to action such as signing a petition or taking a Motorcycle Safety Course would be a great digital campaign, longer term goals of changing behaviors require more traditional mediums. At their start, everything is on the table and variables such as timing, budget and assets available vs assets needing to be produced all factor into the final marketing mix.

TMG worked closely with both GHSP and National Highway Transportation Safety Administration (NHTSA) to either utilize readily produced materials for these campaigns, or to create localized versions reflective of West Virginia residents, officers, locales, etc. creating multi-media campaigns that included a mix of original and existing materials. This allowed GHSP to keep costs low, while still creating marketing campaigns that reflected national messaging with a local look and feel.

A successful media placement in West Virginia is a complicated matter and multiple layers utilizing different mediums are the backbone of these efforts. A mix of both traditional and new media is integral to a successful and cost-effective campaign. Being a state with few urban areas, residents have longer commutes to their schools and offices-meaning they are in their cars and travelling our roads on a daily basis increasing exposure to local radio and outdoor advertising. Outdoor also allowed GHSP to reach rural areas of the state where there is low access to other mediums. The mix of radio and outdoor resonates with the audience while they are driving and, therefore, the message is more effective.

While digital advertising is a strong force in today's world, much of the state of West Virginia was without high-speed internet in 2019 which affected what sort of advertisement would work (i.e. video and animated files cannot be relied on).

Regardless of connectivity, digital advertising works best to push people towards a website to make a purchase, download a coupon, etc. Without an engaging, mobile-friendly website and strong call to action to which people can be sent, these campaigns were limited to GHSP's social media channels- Facebook and Twitter. Over time the digital advertising expenditures steadily increased in percentage of the ad spend.

Additionally, per funding requirements, GHSP is required to provide a detailed summary of how those funds were spent-including added values which were negotiated. Upon completion of each campaign, reports were submitted showing negotiated costs, and schedule detail as well as overall campaign value per market. For television and radio, these metrics were all calculated based upon current data from Nielsen and Nielsen Audio as well as cost estimates by market through SQAD. For outdoor we worked closely with our vendors to track how long the billboards stayed posted beyond the time period for which the client was charged, and how many impressions were generated in that time period at no cost. For social media TMG tracked Facebook and Twitter engagement rates for each post in relation to the dollars spent on each.

Message Targeting – Impaired Driving & Click It or Ticket

Target Audiences: Males 18-34 (Primary), Adults 18+ (Secondary)

The largest Governor's Highway Safety Program (GHSP) campaigns focus on the importance of abstaining from drunk driving. These campaigns, which air in short flights around holidays where alcohol is typically available, strive to educate the public about the dangers of drinking and driving as well as the enforcement of drinking and driving laws.

Additionally, GHSP is also responsible for the annual Click It or Ticket campaigns which kicks off in May, and also includes mini blitzes quarterly throughout the year. This campaign also focuses on educating the public, but in this case about the dangers and effects of not wearing a seatbelt.

These campaigns take a multi-media approach to reaching these two distinct audiences. The Male 18-34 believes himself to be invincible and therefore requires a high frequency of messages to resonate and change that behavior. Sometimes he is unwilling and therefore the secondary audience of Adults 18+ is also targeted in hopes of imploring an outside opinion that those behaviors should change.

For Impaired Driving there are four to five campaigns over the course of a year aligning with National Enforcement periods. The mix for these varied, but typically included either TV or radio along with outdoor and social media components. As budget allowed, TMG also included cinema advertising as well as bar/restaurant signage to bolster frequency numbers.

The Click It or Ticket campaign also aligns with the National Enforcement period for seatbelt usage in May as well as quarterly mini blitzes. Due to budget the mini blitzes often included only statewide radio, but the kick-off campaign in May included a mix of television, outdoor, radio (both local and statewide) and social media.

Message Targeting – Motorcycle Safety

Target Audience: Adults 18+

The Governor's Highway Safety Program (GHSP) has a Motorcycle Safety campaign that runs each May as motorcycle season gets underway in the state. The campaign's message focused on creating an awareness of motorcycle riders amongst other motorists.

In an effort to place these messages in the most effective manner TMG relied on a mix of outdoor and social media posts to generate this awareness. TMG worked closely with GHSP and National Highway Transportation Safety Administration (NHTSA) on key message points, and to secure specific billboard locations along defined motorcycle routes across the state as well as in general high traffic areas. TMG worked with billboard vendors to secure locations that were along motorcycle routes and events each Spring and Summer. While we weren't targeting only motorcycle riders, we found that the message resonated more in a location where motorcyclists travel.

Additional messaging was then created to accompany this content and reach the audience where they were. TMG also placed radio schedules on stations near college campuses that reach young people, streaming television spots to reach mom at whatever time she can find to catch up on her favorite show and billboards that were located along motorcycle routes identified by WV Tourism.

The Manahan Group LLC's approach to planning marketing campaigns is superior to other approaches because we begin with the target audience in mind. TMG crafts content that speaks to the intended audience – whether that is a binge drinking college student, a new mom navigating car seats or a new biker. The same approach does not work for all of these audiences, and therefore we deliver the message in a way that speaks to its specific intended audience. Historically the Department of Transportation had been using scare tactics to change behavior, which was met many times by disdain

because their target audience didn't want to be told what to do. TMG took a different approach, striking a balance between scary statistics and emotional appeal by using humor.

Media planning – both earned and paid – in West Virginia is a complex task as all but one media market spills heavily into other states which is not helping West Virginia residents. TMG's experience in media buying in this state is unmatched as it is not as simple as ratings and impressions because in many cases those are not West Virginia residents, which inflates the ad spend and wastes state dollars.

Client: WV Bureau for Public Health

Contact: James Vance, DHHR, BPH

Phone: 304-356-4251, Email: James.A.Vance@wv.gov

Timeframe: 2019-2021

Location: West Virginia - Statewide

Project Manager: Jessica Gamponia Wright

With a clear understanding of the obesity crisis that West Virginians were facing, the Bureau for Public Health and Jessica Gamponia Wright, now with The Manahan Group LLC, worked to create a program that would lead to healthy lifestyles in individuals before obesity became a problem. The goal was to change upstream behaviors leading to obesity, rather than treating the downstream consequences of obesity care.

The socio-ecological model was utilized for the *Healthy People Healthy Places* Community Recognition Awards. This model allowed the team to identify different factors that lead to unhealthy lifestyles ranging from societal, community, relationship and individual issues which all overlap and influence one another.

Community groups around the state were encouraged to implement initiatives at the local level to effect change in their local area. The award is earned by communities implementing policies, environments, community clinic linkages to address nutrition, physical activity and tobacco prevention. These awards recognize exemplary work that are generating change in communities throughout the state. This will be the third year these awards are made.

In year one, Silver Awards were presented to Wheeling and Huntington, WV, while Gold Awards went to Greenbrier County, Martinsburg, Mingo County, West Hamlin and Wirt County, West Virginia.

Furthermore, both Greenbrier County and Wheeling then applied and were awarded for the Healthiest Cities and Counties Challenge. This national award was provided by the American Public Health Association, the National Association of Counties and Healthy Places by Design with funding and support by Aetna Foundation. Only ten cities and ten counties were selected nationally, and each were awarded \$100,000 over twenty-seven (27) months in 2020.

The approach to this effort was superior because of the careful way in which it was created. It addressed all key entry points to the key population, the socio ecological model assured that the program reached all audiences, and because these initiatives were enacted in 2019 the program was unaffected by the COVID-19 pandemic and healthy food programs were already in place to fill the gaps created by the

pandemic. Applications for the 2022 awards are now available on the website, and the program continues to grow as communities effect change at the local level with proven results.

See <http://www.wvhealthypeoplehealthyplaces.com> for more details.

Client: Marshall University / Minority Health Institute

Contact: LaDawna Dean Walker, Marshall University, Minority Health Institute

Phone: 304-696-4022, **Email:** Walker70@marshall.edu

Timeframe: 2020

Location: West Virginia - Statewide

Project Manager: Jessica Gamponia Wright

Through her previous role at West Virginia Department of Health and Human Resources, Jessica Gamponia Wright, now with The Manahan Group LLC, helped create mini grant applications to address Minority Health/Race and Ethnicity in order to best address health equity. Communities were encouraged to apply, as they best know their target population's health needs. A menu of strategies was not provided in this request for proposals (funding for these projects are typically categorical), instead it was up to applicants to let us know what was needed to improve health in their communities.

Per the data surveillance, data showed that black West Virginians have health needs and programs do not collaborate or learn from each other to address the black population or other disparate populations (per a BPH data survey completed in 2021). There were twenty-five (25) applications received and eleven (11) were funded. Communities awarded are working cooperatively in meeting outcomes to date, with the support of staff. Funding for this program began in 2020.

The approach to this effort was superior to alternative planning methods because of the nature of the grants awarded, which lead to additional funding for the recipients. Due to the authenticity of these capacity building grants, funding from other organizations joined to address health equity. For example, after a presentation at the WV Health Funders meeting about addressing racial and ethnic initiatives, Sisters of Joseph Health and Wellness Foundation matched the total amount of funding and the Bureau for Public Health had other philanthropic funders asked us to keep them informed of communities within their service area so that they could negotiate additional funding. Through this initiative both funder and communities are working together to learn what works, and as the number of funders grew, so did that amount of funds available to these local groups.

See <https://www.wvhealthconnection.com/hpcd-grants> for information about the Minority Health mini grants and the resources for communities to apply.

4.2.2. Mandatory Project Requirements – The following mandatory requirements relate to the goals and objectives and must be met by the Vendor as a part of its submitted proposal. Vendor should describe how it will comply with the mandatory requirements and include any areas where its proposed solution exceeds the mandatory requirement. Failure to comply with mandatory requirements will lead to disqualification, but the approach/methodology that the vendor uses to comply, and areas where the mandatory requirements are exceeded, will be included in technical scores where appropriate. The mandatory project requirements are listed below.

The Manahan Group LLC (TMG) exceeds the mandatory requirements outlined in Section 4.2.2.

4.2.2.1. The successful vendor must verify ability or capacity to incorporate public health principles entry points into the priority population, research planning, behavior change principles supporting expected outcomes, incorporation of public health communication, social marketing, health promotion best practices, and evaluation planning to measure change.

The Manahan Group LLC (TMG) verifies its ability and capacity to incorporate public health principles entry points into the priority population, research planning, behavior change principles, supporting expected outcomes, incorporation, incorporation of public health communications, social marketing, health promoting best practices, and evaluation planning to measure change as is reflected in each of the responses in subsections 4.2.1.2. to 4.2.1.18.

4.2.2.2. The successful vendor must have an established office in WV within two-hour response time of the West Virginia Department of Health and Human Resources headquarters located in Charleston, WV for duration of the contract term.

The Manahan Group LLC (TMG) has had its home office at 222 Capitol Street in Charleston, WV for the past sixteen (16) years and currently has no plans of moving. TMG is a quick one block walk to/from the Department of Health and Human Resources headquarters.

4.3. Qualification and Experience: Vendor should provide information and documentation regarding its qualifications and experience in providing services or solving problems similar to those requested in the RFP. Information and documentation should include, but not limited to, copies of any staff certifications or degrees applicable to this project, proposed staffing plans, descriptions of past projects completed (descriptions should include the location of the project, project manager name and contact information, type of project, and what the project goals and objectives where and how they were met.), reference for prior projects, and any other information that vendor deems relevant to the terms identified as desirable or mandatory below.

The Manahan Group LLC exceeds all qualification and experience requirements outlined in Section 4.3.

4.3.1. Qualifications and Experience Information: Vendor should describe in its proposal how it meets the desirable qualifications and experience requirements listed below.

The Manahan Group LLC exceeds all qualification and experience requirements outlined in Section 4.3.

4.3.1.1. Minimum Public Health Staff Qualifications:

The Manahan Group LLC exceeds the mandatory Public Health staff requirements as outlined below in responses 4.3.1.1.1. and 4.3.1.1.2

4.3.1.1.1. Masters level Epidemiologist (0.5 FTE) can either be in-house expertise or a consultant

The Manahan Group LLC has enlisted Dr. Nicholas Miceli, who holds a master's degree in Public Health – Epidemiology. He is currently teaching at Park University in Parkville, MO, but began his teaching career in 2009 at Concord University in Athens, WV.

4.3.1.1.2. Masters level professional (0.75 FTE) in either Public Health, Public Health Communications, Health Informatics, Social Work, Community Health/Health Promotion, and/or Health Equity/Health Disparities, can either be in-house expertise or a consultant.

The Manahan Group LLC has hired Jessica Gamponia Wright to assist on all public health projects for the agency. Jessica has been working in the public health field for over twenty-eight (28) years.

4.3.1.1. Staff and Agency Experience in Completing Similar Projects:

The Manahan Group LLC has been the agency of record for WV DHHR since May of 2020 and has been handling a variety of Public Health outreach for the agency for programs such as Adolescent Pregnancy Prevention, Bureau for Medical Services, State Opioid Response, Lead Poisoning Prevention, Division of Tobacco Prevention and the Office of Nutrition Services/WIC. Additionally, in the past ten years we have also served as the agency of record for the Department of Transportation, West Virginia State Treasurer's Office and the West Virginia Lottery.

4.3.1.2.1. Provide proof of previous experience working on similar projects. Should provide documentation for the three (3) most recent projects completed or in process.

Proof of previous experience is embedded in all responses to Section 4.2. Additional documentation can be made available upon request.

4.3.1.2.2. If the public health staff are consultants, they should provide all requested documentation for the marketing agency's three (3) most recent projects and consultants. Include the position of the public health staff and a description of duties completed on the projects.

The public health staff's involvement with each project is embedded in each response to Section 4.2. Currently Dr. Nicholas Miceli is a consultant, and Jessica Gamponia Wright is on staff with The Manahan Group LLC.

4.3.1.2. References:

References are embedded in each response to Section 4.2. Additional references can be made available upon request.

4.3.1.3.1. Provide references from the contracting agencies supplied for verification of previous experience. If references are not from the three (3) most recent projects supplied for verification, provide explanation as to why not.

References are embedded in each response to Section 4.2. Additional references can be made available upon request.

4.3.1.3.2. If the public health staff is a contractor, provide references for the projects supplied as examples of previous work. If references are not from the three (3) most recent projects supplied for verification, provide explanation as to why not.

References are embedded in response to Section 4.2. Additional references can be made available upon request.

4.3.1.6. Documentation supplied for all projects outlining previous experience, includes both the agency and public health staff:

Documentation for all projects outlining previous experience are embedded in response to Section 4.2. Additional documentation can be made available upon request.

4.3.1.6.1. Location of the project, project manager name and contact information.

Location information is embedded in response to Section 4.2. Additional references can be made available upon request.

4.3.1.6.2. Type of project including health problem addressed, the behavior change model(s), goals and objectives of the project, description of population of focus, description of how key entry points into the community were identified and leveraged, type of program evaluation conducted, rationale for choice of program evaluation type, description of evaluation confounders and how they were addressed.

Project types and descriptions are embedded in response to Section 4.2. Additional references can be made available upon request.

4.3.1.7. Copies of detailed media plans from all submitted past projects that exhibit utilization and identifies key entry points into the community. If identified key entry points were not used, provide justification. Conversely, if the media plan includes more media spots than identified key entry points, provide an explanation why.

Detailed media plans can be reviewed in Addenda B.

4.3.1.8. Copies of past project reports provided to project managers with detailed information on campaign reach; number of ads run on TV, Radio, Social Media platforms, etc.; website impressions; research pre/post and analysis reports; survey development and analysis.

Copies of past project reports are available to review in Addenda D.

4.3.2. Mandatory Qualifications/Experience Requirements – The following mandatory qualifications/experience requirements must be met by the Vendor as part of its submitted proposal. Vendor should describe how it meets the mandatory requirements and include any areas where it exceeds the mandatory requirements. Failure to comply with mandatory requirements will lead to disqualification, but areas where the mandatory requirements are exceeded will be included in technical scores where appropriate. The mandatory qualifications/experience requirements are listed below.

The Manahan Group LLC exceeds the requirements outlined in subsections 4.3.2.1., 4.3.2.2., 4.3.2.3., 4.3.2.4., 4.3.2.5., 4.3.2.6., 4.3.2.7., and 4.3.2.8.

4.3.2.1. Must have three (3) years' experience in developing an effective social marketing campaign that focuses on health promotion, effective health communication, creative public relations, media and consultation expertise.

The Manahan Group LLC (TMG) exceeds the mandatory three (3) years' experience in developing an effective social marketing campaign that focuses on health promotion, effective health communication, creative public relations, media and consultation experience.

4.3.2.2. Must have three (3) years' experience in the public health-related research analysis [with an emphasis on the Centers for Disease Control and Prevention (CDC) ClearCommunication Index,

<https://www.cdc.gov/ccindex/index.html?ACSTrackin gID =USCDC 501-DM53787&ACSTrackin gLabel=New%20Health%20Literacy%20Activities%20from%20 States&delive 1v Name=USCDC 501-DM53787>

The Manahan Group LLC (TMG) exceeds the mandatory three (3) years' experience in the public health-related research analysis with an emphasis on the Centers for Disease Control and Prevention (CDC) Clear Communication Index.

4.3.2.3. Must have three (3) years' experience in public health-related outreach, educational services and technical assistance.

The Manahan Group LLC (TMG) exceeds the mandatory three (3) years' experience in public health-related outreach, educational services and technical assistance as reflected in responses to subsections 4.2.1.2. - 4.2.1.18.

4.3.2.4. Must have three (3) years' experience in developing and implementing comprehensive marketing, advertising and public relations campaigns with input from the contracting agency.

The Manahan Group LLC (TMG) exceeds the mandatory three (3) years' experience in developing and implementing comprehensive marketing, advertising and public relations campaigns with input from the contracting agency as reflected in responses to subsections 4.2.1.2. - 4.2.1.18.

4.3.2.5. Must have three (3) years' experience in developing a public health campaign rooted in science that focuses on procedures that are important to maintain and to achieve behavior change.

The Manahan Group LLC (TMG) exceeds the mandatory three (3) years' experience in developing a public health campaign rooted in science that focuses on procedures that are important to maintain and to achieve behavior change as reflected in responses to subsections 4.2.1.2. - 4.2.1.18.

4.3.2.6. Must have three (3) years' experience in social marketing campaigns that craft messaging that pushes individuals to change not only their perception, but also their behaviors around a public health topic.

The Manahan Group LLC (TMG) exceeds the mandatory three (3) years' experience in social marketing campaigns that craft messaging that pushes individuals to change not only their perception, but also their behaviors around a public health topic as reflected in responses to subsections 4.2.1.2. - 4.2.1.18.

4.3.2.7. Must have three (3) years' experience in reaching and successfully impacting individuals who are not interested in changing.

The Manahan Group LLC (TMG) exceeds the mandatory three (3) years' experience in reaching and successfully impacting individuals who are not interested in changing as reflected in responses to subsections 4.2.1.2. - 4.2.1.18.

4.3.2.8. Must have three (3) years' experience and an in-depth knowledge of behavior change models and their components and experience applying the models.

The Manahan Group LLC (TMG) exceeds the mandatory three (3) years' experience and an in-depth knowledge of behavior change models and their components and experience applying the models as reflected in responses to subsections 4.2.1.2. - 4.2.1.18.

5.1. Economy of Preparation: Proposals should be prepared simply and economically providing a concise description of the items in Section 4. Emphasis should be placed on completeness and clarity of the content.

The Manahan Group LLC (TMG) has read Section 5.1. Economy of Preparation and agrees and understands the terms and conditions listed.

5.2. Incurring Cost: Neither the State nor any of its employees or officers shall be held liable for any expenses incurred by any Vendor responding to this RFP, including but not limited to preparation, delivery or travel.

The Manahan Group LLC (TMG) has read Section 5.2. and agrees to abide by the terms and conditions listed.

5.3. Proposal Format: vendors should provide responses in the format listed below:

The Manahan Group LLC (TMG) answers Section 5.3. by answering Sections 5.3.1 through 5.4.3.

5.3.1. Two-Part Submission: Vendor must submit proposals in two distinct parts: technical and cost. Technical proposals must not contain any cost information relating to the project. Cost proposal must contain all cost information and must be sealed in a separate envelope from the technical proposal to facilitate a secondary cost proposal opening.

The Manahan Group LLC (TMG) agrees with Section 5.3.1. and will respond with a two-part submission.

5.3.2. Title Page: State the RFP subject, number, Vendor's name, business address, telephone number, fax number, name of contact person, e-mail address, and vendor signature and date.

The Manahan Group LLC (TMG) agree with section 5.3.2. and will have a Title Page as described with the section.

5.3.3. Table of Contents: Clearly identify the material by section and page number.

The Manahan Group LLC (TMG) will abide by Section 5.3.3. and have a Table of Contents identifying each section response by page number.

5.3.4. Response Reference: Vendor's response should clearly reference how the information provided applies to the RFP request. For example, listing the RFP number and restating the RFP request as a header would be considered a clear reference.

The Manahan Group LLC (TMG) agrees to clearly reference its responses to the RFP terms and conditions by listing the Section Numbers and restating the RFP requests.

Proposal Submission: All proposals (both technical and cost) must be submitted to the Purchasing Division prior to the date and time listed in Section 2, Instructions to Vendors Submitting Bids as the bid opening date and time.

The Manahan Group LLC (TMG) agrees to submit our response to both the technical and cost sections prior to the date and time listed in the RFP.

Addendum A

Required Documentation



Addendum A

Table of Contents

Section 1	Original Solicitation Document	Pages 1-4
Section 2	Commercial General Liability Insurance, Automobile Liability Insurance and Workers Compensation	Pages 5-7
Section 3	Certification and Signature Page Designated Contact & Second Certification and Signature	Pages 8-10
Section 4	Disclosure of Interested Parties to Contracts	Pages 11-13
Section 5	Purchasing Affidavit	Pages 14-15
Section 6	Proof of Vendor Registration with WV Dept. of Admin. Dept. of Purchasing and the Oasis Vendor Information	Pages 16-18
Section 7	WV Business License	Pages 19-27
Section 8	Addendum 1 Acknowledgement Form	Pages 28-31
Section 9	Addendum 2 Acknowledgement Form	Pages 32-35
Section 10	Addendum 3 Acknowledgement Form	Pages 36-39
Section 11	Final Solicitation Document	Pages 40-43
Section 12	In-State Vendor Preference Form	Pages 44-45
Section 13	Disclosure Statement & Small Business Certification Application	Pages 46-52
Section 14	Acknowledgement of Attachment 1 Provisions Required for Federally Funded Programs	Page 53-54

Addendum A

Section 1

Original Solicitation Document



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
Service - Prof

Addendum A - Page 2
The Manahan Group LLC
CRFP HHR2200000001
Advertising Services

Proc Folder: 925347

Doc Description: ADVERTISING SERVICES

Reason for Modification:

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2021-08-25	2021-09-22 13:30	CRFP 0506 HHR2200000001	1

BID RECEIVING LOCATION

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

VENDOR

Vendor Customer Code: 000000109305
Vendor Name: THE MANAHAN GROUP LLC
Address: 222 CAPITOL STREET STE 400
Street:
City: CHARLESTON
State: WV Country: US Zip: 25301
Principal Contact: GEORGE B. MANAHAN
Vendor Contact Phone: 304.343.2800 Extension:

FOR INFORMATION CONTACT THE BUYER

Crystal G Hustead
(304) 558-2402
crystal.g.hustead@wv.gov

Vendor
Signature X

FEIN#

20-0201317

DATE

9/30/2021

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

ADDITIONAL INFORMATION

THE STATE OF WEST VIRGINIA PURCHASING DIVISION FOR THE AGENCY, WEST VIRGINIA DEPARTMENT OF HEALTH AND HUMAN RESOURCES (WVDHHR), IS SOLICITING PROPOSALS TO ESTABLISH AN OPEN END CONTRACT FOR ADVERTISING SERVICES FOR ALL ENTITIES OF WVDHHR PER THE ATTACHED DOCUMENTS.

QUESTIONS REGARDING THE SOLICITATION MUST BE SUBMITTED IN WRITING TO CRYSTAL.G.HUSTEAD@WV.GOV PRIOR TO THE QUESTION PERIOD DEADLINE CONTAINED IN THE INSTRUCTIONS TO VENDORS SUBMITTING BIDS

ONLINE RESPONSES ARE PROHIBITED FOR THIS SOLICITATION

INVOICE TO	SHIP TO
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER
No City US	No City US
WV 99999	WV 99999

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
1	ADVERTISING SERVICES	5060.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:
ADVERTISING SERVICES

SCHEDULE OF EVENTS

Line	Event	Event Date
1	VENDOR QUESTION DEADLINE	2021-09-08

	Document Phase	Document Description	Page 3
HHR2200000001	Final	ADVERTISING SERVICES	

ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions

Addendum A

Section 2

Commercial General Liability Insurance, Automobile Liability Insurance & Workers Compensation



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

10/01/2021

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER CAPITAL INSURANCE GROUP 216 W Washington St Charleston WV 25302		CONTACT NAME: Donteako Wilson PHONE (A/C, No, Ext): (304) 346-5232 E-MAIL ADDRESS: don@cigwv.com FAX (A/C, No):	
INSURED The Manahan Group LLC 222 Capitol St Charleston WV 25301		INSURER(S) AFFORDING COVERAGE INSURER A: TRAVELERS CAS INS CO OF AMER INSURER B: TRAVELERS PROP CAS CO OF AMER INSURER C: INSURER D: INSURER E: INSURER F:	
		NAIC # 19046 25674	

COVERAGES**CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:		6800L282488	07/30/2021	07/30/2022	EACH OCCURRENCE \$ 1,000,000
		DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000				
		MED EXP (Any one person) \$ 5,000				
		PERSONAL & ADV INJURY \$ 1,000,000				
A	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY		BA2N945226	07/30/2021	07/30/2022	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000
		BODILY INJURY (Per person) \$ 1,000,000				
		BODILY INJURY (Per accident) \$ 1,000,000				
		PROPERTY DAMAGE (Per accident) \$				
B	<input checked="" type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 5000		CUP1L212693	07/30/2021	07/30/2022	EACH OCCURRENCE \$ 1,000,000
		AGGREGATE \$ 1,000,000				
		PR/COMP OPS AGG \$ 1,000,000				
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N <input type="checkbox"/> N/A				PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/>
						E.L. EACH ACCIDENT \$
						E.L. DISEASE - EA EMPLOYEE \$
						E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

WV DHHR named as additional insured, including completed operations

CERTIFICATE HOLDER**CANCELLATION**

WV DHHR

One Davis Square
Charleston

WV 25301

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Addendum A - Page 6



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
10/01/2021

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Automatic Data Processing Insurance Agency, Inc. 1 Adp Boulevard Roseland NJ 07068		CONTACT NAME: Automatic Data Processing Insurance Agency, Inc. PHONE (A/C, No, Ext): 1-800-524-7024 FAX (A/C, No): E-MAIL ADDRESS:																						
INSURED The Manahan Group LLC 222 Capitol St Ste 400 Charleston WV 25301		<table border="1"> <thead> <tr> <th colspan="2">INSURER(S) AFFORDING COVERAGE</th> <th>NAIC #</th> </tr> </thead> <tbody> <tr> <td>INSURER A:</td> <td>Twin City Fire Insurance Company</td> <td>29459</td> </tr> <tr> <td>INSURER B:</td> <td></td> <td></td> </tr> <tr> <td>INSURER C:</td> <td></td> <td></td> </tr> <tr> <td>INSURER D:</td> <td></td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> <td></td> </tr> </tbody> </table>		INSURER(S) AFFORDING COVERAGE		NAIC #	INSURER A:	Twin City Fire Insurance Company	29459	INSURER B:			INSURER C:			INSURER D:			INSURER E:			INSURER F:		
INSURER(S) AFFORDING COVERAGE		NAIC #																						
INSURER A:	Twin City Fire Insurance Company	29459																						
INSURER B:																								
INSURER C:																								
INSURER D:																								
INSURER E:																								
INSURER F:																								

COVERAGES **CERTIFICATE NUMBER:** 2136233 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:						EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$ \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N Y	N/A N	76WEGGB4885	10/15/2020	10/15/2021	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER

CANCELLATION

WV DHHR
One Davis Square

Charleston

WV 25301

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

[Signature]

Addendum A - Page 7
The Manahan Group LLC
CRFP HHR2200000001
Advertising Services

Addendum A

Section 3

Certification and Signature Page

Designated Contact &

Second Certification and Signature Page

REQUEST FOR PROPOSAL

CRFP HHR2200000001 – Advertising Services

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.

THE MANAHAN GROUP LLC

(Company)

GEORGE B. MANAHAN, CEO

(Representative Name, Title)

304.343.2800 / 304.343.2788

(Contact Phone/Fax Number)

9/30/2021

(Date)



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.

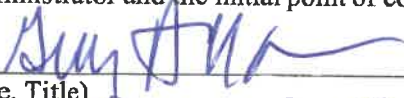
(Name, Title)

(Printed Name and Title)

(Address)

(Phone Number) / (Fax Number)

(email address)


GEORGE B. MANAHAN, CEO
222 CAPITOL ST STE 400, CHARLESTON, WV 25301
(304) 343-2800 / (304) 343-2788
gmanahan@MANAHANGROUP.COM

CERTIFICATION AND SIGNATURE: By signing below, or submitting documentation through wvOASIS, I certify that: I have reviewed this Solicitation 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 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 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.

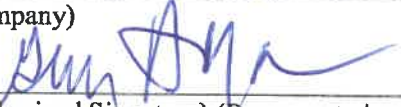
(Company)

(Authorized Signature) (Representative Name, Title)

(Printed Name and Title of Authorized Representative)

(Date)

(Phone Number) (Fax Number)

THE MANAHAN GROUP LLC

GEORGE B. MANAHAN, CEO
9/30/2021
(304) 343-2800 / (304) 343-2788

Addendum A

Section 4

Disclosure of Interested Parties to Contracts

West Virginia Ethics Commission



Disclosure of Interested Parties to Contracts

Pursuant to *W. Va. Code* § 6D-1-2, a state agency may not enter into a contract, or a series of related contracts, that has/have an actual or estimated value of \$1 million or more until the business entity submits to the contracting state agency a Disclosure of Interested Parties to the applicable contract. In addition, the business entity awarded a contract is obligated to submit a supplemental Disclosure of Interested Parties reflecting any new or differing interested parties to the contract within 30 days following the completion or termination of the applicable contract.

For purposes of complying with these requirements, the following definitions apply:

"Business entity" means any entity recognized by law through which business is conducted, including a sole proprietorship, partnership or corporation, but does not include publicly traded companies listed on a national or international stock exchange.

"Interested party" or *"Interested parties"* means:

- (1) A business entity performing work or service pursuant to, or in furtherance of, the applicable contract, including specifically sub-contractors;
- (2) the person(s) who have an ownership interest equal to or greater than 25% in the business entity performing work or service pursuant to, or in furtherance of, the applicable contract. (This subdivision does not apply to a publicly traded company); and
- (3) the person or business entity, if any, that served as a compensated broker or intermediary to actively facilitate the applicable contract or negotiated the terms of the applicable contract with the state agency. (This subdivision does not apply to persons or business entities performing legal services related to the negotiation or drafting of the applicable contract.)

"State agency" means a board, commission, office, department or other agency in the executive, judicial or legislative branch of state government, including publicly funded institutions of higher education: Provided, that for purposes of *W. Va. Code* § 6D-1-2, the West Virginia Investment Management Board shall not be deemed a state agency nor subject to the requirements of that provision.

The contracting business entity must complete this form and submit it to the contracting state agency prior to contract award and to complete another form within 30 days of contract completion or termination.

This form was created by the State of West Virginia Ethics Commission, 210 Brooks Street, Suite 300, Charleston, WV 25301-1804. Telephone: (304)558-0664; fax: (304)558-2169; e-mail: ethics@wv.gov; website: www.ethics.wv.gov.

Revised June 8, 2018

West Virginia Ethics Commission
Disclosure of Interested Parties to Contracts

(Required by W. Va. Code § 6D-1-2)

Name of Contracting Business Entity: THE MANAHAN GROUP LLC Address: 222 CAPITOL ST STE 400
CHARLESTON, WV 25301

Name of Authorized Agent: GEORGE B. MANAHAN Address: (SAME AS ABOVE)

Contract Number: CRFP 0506 HHR2200000001 Contract Description: ADVERTISING SERVICES

Governmental agency awarding contract: WV DEPT OF HEALTH & HUMAN RESOURCES

☐ Check here if this is a Supplemental Disclosure

List the Names of Interested Parties to the contract which are known or reasonably anticipated by the contracting business entity for each category below (attach additional pages if necessary):

1. Subcontractors or other entities performing work or service under the Contract

☒ Check here if none, otherwise list entity/individual names below.

2. Any person or entity who owns 25% or more of contracting entity (not applicable to publicly traded entities)

☐ Check here if none, otherwise list entity/individual names below.

GEORGE B. MANAHAN, 100%

3. Any person or entity that facilitated, or negotiated the terms of, the applicable contract (excluding legal services related to the negotiation or drafting of the applicable contract)

☒ Check here if none, otherwise list entity/individual names below.

Signature: [Signature]

Date Signed: 10-6-2021

Notary Verification

State of West Virginia, County of Kanawha:

I, Alexandria Ryan, the authorized agent of the contracting business entity listed above, being duly sworn, acknowledge that the Disclosure herein is being made under oath and under the penalty of perjury.

Taken, sworn to and subscribed before me this 6 day of October, 2021.

Alexandria Ryan
Notary Public's Signature

To be completed by State Agency:

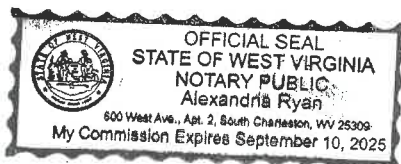
Date Received by State Agency: _____

Date submitted to Ethics Commission: _____

Governmental agency submitting Disclosure: _____

Revised June 8, 2018

Addendum A - Page 13
The Manahan Group LLC
CRFP HHR2200000001
Advertising Services



Addendum A

Section 5

Purchasing Affidavit

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

CONSTRUCTION CONTRACTS: Under W. Va. Code § 5-22-1(i), the contracting public entity shall not award a construction contract to any bidder that is known to be in default on any monetary obligation owed to the state or a political subdivision of the state, including, but not limited to, obligations related to payroll taxes, property taxes, sales and use taxes, fire service fees, or other fines or fees.

ALL CONTRACTS: 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: (1) for construction contracts, the vendor is not in default on any monetary obligation owed to the state or a political subdivision of the state, and (2) for all other contracts, 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: THE MANAHAN GROUP LLC

Authorized Signature: [Signature] Date: 10-6-2021

State of West Virginia

County of Kanawha, to-wit:

Taken, subscribed, and sworn to before me this 6 day of October, 2021.

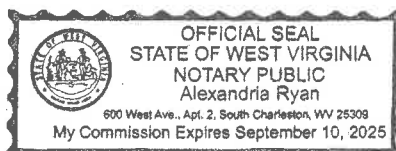
My Commission expires September 10, 2025.

AFFIX SEAL HERE

NOTARY PUBLIC

Alexandra Ryan

Purchasing Affidavit (Revised 01/19/2018)



Addendum A - Page 15
The Manahan Group LLC
CRFP HHR2200000001
Advertising Services

Addendum A

Section 6

Proof of Vendor Registration with WV Department of Administration Department of Purchasing And Oasis Vendor Information

Proof of Vendor Registered with State of WV Purchasing

Account Summary

My Account

Primary Account Administrator

Name:Ronald Jarrett

Email:rjarrett@manahangroup.com

Phone:304-343-2800

Account Status

Vendor Code:000000109305

Vendor Status:Active

1099 Reportable:

EFT Information

Account Level EFT Status:N/A

Address Level EFT Available:true

Prevent New Spending

Account Level:- not active

Prevent New Orders

Prevent New Orders:No

Registration Fee Details

Fee Exempt:false

Registration Application Date:07/09/2021

Registration Effective Date:09/12/2021

Registration Expiration Date:09/12/2022

[Click here to renew vendor registration fees](#)

Vendor Compliance Holds

Tax Clearance:false

Prevent New Orders:No

Unemployment Insurance:false

Worker's Compensation:false

Secretary of State Registration:false

Federal Debarred:false

Payment Withholding

Existing Payment Hold:One or more payment holds have been applied to your account.The highest priority hold is listed below.

1099 Backup Withholding:No

Addendum A

Section 7

WV Business License

**WEST VIRGINIA
STATE TAX DEPARTMENT
BUSINESS REGISTRATION
CERTIFICATE**

**ISSUED TO:
MANAHAN GROUP LLC THE
DBA MANAHAN GROUP THE
222 CAPITOL ST 400
CHARLESTON, WV 25301-2415**

BUSINESS REGISTRATION ACCOUNT NUMBER: 1008-7832

This certificate is issued on: 11/16/2010

*This certificate is issued by
the West Virginia State Tax Commissioner
in accordance with Chapter 11, Article 12, of the West Virginia Code*

*The person or organization identified on this certificate is registered
to conduct business in the State of West Virginia at the location above.*

This certificate is not transferrable and must be displayed at the location for which issued.

This certificate shall be permanent until cessation of the business for which the certificate of registration was granted or until it is suspended, revoked or cancelled by the Tax Commissioner.

Change in name or change of location shall be considered a cessation of the business and a new certificate shall be required.

TRAVELING/STREET VENDORS: Must carry a copy of this certificate in every vehicle operated by them.
CONTRACTORS, DRILLING OPERATORS, TIMBER/LOGGING OPERATIONS: Must have a copy of this certificate displayed at every job site within West Virginia.

aLL006 v.4
L1514938112

**Addendum A - Page 20
The Manahan Group LLC
CRFP HHR2200000001
Advertising Services**

(LK)

State of West Virginia



Certificate

*I, Joe Manchin III, Secretary of State of the
State of West Virginia, hereby certify that*

MANAHAN & PAULEY LLC

Control Number: 59437

has filed its "Articles of Organization" in my office according to the provisions of West Virginia Code §§31B-2-203 and 206. I hereby declare the organization to be registered as a limited liability company from its effective date of September 4, 2003 until the expiration of the term or termination of the company.

Therefore, I hereby issue this

CERTIFICATE OF A LIMITED LIABILITY COMPANY



*Given under my hand and the
Great Seal of the State of
West Virginia on this day of
September 4, 2003*

A handwritten signature in cursive script, appearing to read "Joe Manchin III".

Secretary of State

Addendum A - Page 21
The Manahan Group LLC
CRFP HHR2200000001
Advertising Services

Addendum A - Page 22
The Manahan Group LLC
CRFP HHR2200000001
Advertising Services

Joe Manchin III
Secretary of State
State Capitol Building
1900 Kanawha Blvd. East
Charleston, WV 25305-0770

Penney Barker, Team Leader
Corporations Division
Tel: (304) 558-8000
Fax: (304) 558-5758
Hours: 8:30 a.m. - 5:00 p.m. ET

WEST VIRGINIA
ARTICLES OF ORGANIZATION
OF LIMITED LIABILITY COMPANY

Control # 59437

We, acting as organizers according to West Virginia Code §31B-2-202, adopt the following Articles of Organization for a West Virginia Limited Liability Company:

1. The name of the West Virginia limited liability

company shall be: [The name must contain one of the required terms such as "limited liability company" or abbreviations such as "LLC" or "PLLC"—see instructions for list of acceptable terms.]

Manahan & Pauley LLC

2. The company will be a:

☒ LLC

☐ professional LLC for the profession of _____

3. The address of the initial designated office of the company will be:
[need not be a place of the company's business]

Street:

Suite 1710, 900 Lee Street, East

City/State/Zip:

Charleston

WV 25301

4. The mailing address of the principal office, if different, will be:

Street/Box: _____

City/State/Zip: _____

5. The name and street address of the person to whom notice of process may be sent, if any, is:

Name:

Brent Pauley

Street:

Suite 1710, 900 Lee Street, East

City/State/Zip:

Charleston, WV 25301

The mailing address of the above agent of process, if different, is:

Street/Box: _____

City/State/Zip: _____

FILED

SEP 4 2003

6. The name and address of each organizer and member with signature authority.

Name

No. & Street

City, State, Zip

IN
JOE MANCHIN III
SECRETARY OF STATE

Brent Pauley

Suite 1710, 900 Lee Street, East

Charleston, WV 25311

George Manahan

Suite 1710, 900 Lee Street East

Charleston, WV 25311

7. The company will be:

☐

an at-will company, for an indefinite period.

☒

a term company, for the term of 100 years.

8. The company will be:

☐

member-managed. [Professional LLCs, please list all members on attached sheet to assure compliance with licensing requirements.]

☒

manager-managed, and the name and address of each initial manager is listed below. [Attach extra sheet if needed.]

George ManahanSuite 1710, 900 Lee Street, East, Charleston WV 25311Brent PauleySuite 1710, 900 Lee Street, East, Charleston WV 25311

9. All or specified members of a limited liability company are liable in their capacity as members for all or specified debts, obligations or liabilities of the company.

☒

NO— All debts, obligations and liabilities are those of the company.

☐

YES -- Those persons who are liable in their capacity as members for all debts, obligations or liability of the company have consented in writing to the adoption of the provision or to be bound by the provision.

10. The purposes for which this limited liability company is formed are as follows:

(Describe the type(s) of business activity which will be conducted, for example, "real estate," "construction of residential and commercial buildings," "commercial printing," "professional practice of architecture.")

marketing, advertising, public relations and any other lawful business

11. Other provisions which may be set forth in the operating agreement or matters not inconsistent with law:

[See instructions for further information; use extra pages if necessary.]

NONE

12. The number of pages attached and included in these Articles is 0.13. The requested effective date is: ☒ the date & time of filing

[Requested date may not be earlier than filing nor later than 90 days after filing.]

☐

the following date _____ and time _____

14. Contact and Signature Information:

a. Contact person to reach in case there is a problem with filing: Brent PauleyPhone # (304) 343-2800b. Print Name of person who is signing articles of organization: Brent Pauley

c. Signature of: (manager of a manager-managed company, member of a member-managed company, person organizing the company, if the company has not been formed or attorney-in-fact for any of the above.)

Brent Pauley
Name [print or type]Organizer
Title/CapacitySignature Addendum A - Page 23
The Manahan Group LLC
CRFP HHR2200000001
Advertising Services

State of West Virginia



Certificate

*I, Betty Ireland, Secretary of State of the
State of West Virginia, hereby certify that*

originals of the Articles of Amendment to the Articles of Organization of
MANAHAN & PAULEY LLC

are filed in my office, signed and verified, as required by the provisions of West Virginia Code
§31B-2-204 and conform to law. Therefore, I issue this

CERTIFICATE OF AMENDMENT TO THE ARTICLES OF ORGANIZATION

changing the name of the limited liability company to

THE MANAHAN GROUP LLC

and I attach to this certificate a duplicate original of the Articles of Amendment.



*Given under my hand and the
Great Seal of the State of
West Virginia on this day of
June 14, 2005*

Betty Ireland

Secretary of State

Secretary of State
State Capitol Bldg.
1900 Kanawha Blvd. East
Charleston, WV 25305



Corporations Division
Tel: (304) 558-8000
Fax: (304) 558-5758
Hrs - 8:30am-5:00pm

www.wvssos.com

WEST VIRGINIA
ARTICLES OF AMENDMENT TO
ARTICLES OF ORGANIZATION

business@wvssos.com

FEE: \$25

In accordance with §31B-2-204 of the Code of West Virginia, the undersigned organization adopts the following Articles of Amendment to its Articles of Organization:

The name of the organization is Manahan & Pauley LLC

Date of filing Articles of Organization with the West Virginia Secretary of State: 9/4/03

Change of Name information or Text of Amendment

Change of name from Manahan & Pauley LLC

To: The Manahan Group LLC

Other amendment (use additional pages if necessary)

Contact name and number of person to reach in case of problem with filing: (optional, however, listing one may help to avoid a return or rejection of filing if there appears to be a problem with the document)

Name: Charles O. Lorenson

Phone: 343-5555

Signature of person executing document:

[Signature]
Signature

Member
Capacity in which he/she is signing
(Example: member, manager, etc.)

FILED

JUN 14 2005

PRINT THIS COPY, THEN CLICK HERE TO RESET.

IN THE OFFICE OF
SECRETARY OF STATE

Form LLD-2

Issued by the WV Secretary of State

Revised 1/06

Addendum A - Page 25
The Manahan Group LLC
CRFP HHR2200000001
Advertising Services

State of West Virginia



Certificate

*I, Natalie E. Tennant, Secretary of State of the
State of West Virginia, hereby certify that*

THE MANAHAN GROUP LLC

has filed a "Certificate of Registration of Trade Name" in my office according to the provisions
of Chapter 47 of the West Virginia Code and was found to conform to law.

Therefore, I hereby issue this

CERTIFICATE OF REGISTRATION OF TRADE NAME

authorizing it to transact business in West Virginia under the assumed name of

THE MANAHAN GROUP



*Given under my hand and the
Great Seal of the State of
West Virginia on this day of
November 18, 2010*

Natalie E. Tennant

Secretary of State

Addendum A - Page 26
The Manahan Group LLC
CRFP HHR2200000001
Advertising Services

FILED

NOV 18 2010

Natalie E. Tennant
Secretary of State
1900 Kanawha Blvd E.
Bldg 1, Suite 157-K
Charleston, WV 25305



IN THE OFFICE OF
SECRETARY OF STATE

Penney Barker, Manager
Corporations Division
Tel: (304)558-8000
Fax: (304)558-8381
www.wvson.com

FILE ONE ORIGINAL
(Two if you want a filed
stamped copy returned to you)
FEE: \$25.00

APPLICATION FOR TRADE NAME

Hrs: 8:30 a.m. - 5:00 p.m. ET

1. The name of the company applying to register a trade name is:

THE MANAHAN GROUP LLC

2. The above company is applying to do business within West Virginia under the following trade name:

THE MANAHAN GROUP

3. The address of the principal office:

222 CAPITOL ST STE 400CHARLESTON, WV 25301

4. The name, title, address and signature of the person having authority to make application:

Name:

GEORGE B. MANAHAN

Street:

222 CAPITOL ST STE 400

City/State/Zip:

CHARLESTON, WV 25301

5. Signature: 

Title:

OWNER/CEO

BEFORE you fill out the application: The name you select will be approved only if it is available—that is, if the name is not the same as and is distinguishable from any other name which has been reserved or filed. Before you prepare this application, call the Corporations Division at (304)558-8000 to find out if the name you have chosen is available. A telephone check on availability of a name is not a guarantee, but it will help find a name you can use.

As required by §47-8-4 of the West Virginia Code, corporations, associations, limited partnerships, limited liability partnerships, business trusts, and limited liability companies may not conduct business under a trade name or assumed name without first filing an application for registration of trade name with the Secretary of State.

FILE THE APPLICATION AT THE ADDRESS ON THE TOP OF THE APPLICATION
FEE — \$25 Make checks payable to the WV Secretary of State.

Addendum A

Section 8

Addendum 1 Acknowledgement Form



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
Service - Prof

Proc Folder: 925347			Reason for Modification: ADDENDUM 1 TO EXTEND PROPOSAL OPENING DATE. ANSWERS TO VENDOR QUESTIONS WILL BE PROVIDED IN FORTHCOMING ADDENDUM.
Doc Description: ADVERTISING SERVICES			
Proc Type: Central Master Agreement			
Date Issued	Solicitation Closes	Solicitation No	Version
2021-09-15	2021-09-30 13:30	CRFP 0506 HHR2200000001	2

BID RECEIVING LOCATION

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

VENDOR

Vendor Customer Code:

Vendor Name :

Address :

Street :

City :

State :

Country :

Zip :

Principal Contact :

Vendor Contact Phone:

Extension:

FOR INFORMATION CONTACT THE BUYER

Crystal G Hustead
(304) 558-2402
crystal.g.hustead@wv.gov

**Vendor
Signature X**

FEIN# 20-0201317

DATE 10/6/2021

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

ADDITIONAL INFORMATION

THE STATE OF WEST VIRGINIA PURCHASING DIVISION FOR THE AGENCY, WEST VIRGINIA DEPARTMENT OF HEALTH AND HUMAN RESOURCES (WVDHHR), IS SOLICITING PROPOSALS TO ESTABLISH AN OPEN END CONTRACT FOR ADVERTISING SERVICES FOR ALL ENTITIES OF WVDHHR PER THE ATTACHED DOCUMENTS.

QUESTIONS REGARDING THE SOLICITATION MUST BE SUBMITTED IN WRITING TO CRYSTAL.G.HUSTEAD@WV.GOV PRIOR TO THE QUESTION PERIOD DEADLINE CONTAINED IN THE INSTRUCTIONS TO VENDORS SUBMITTING BIDS

ONLINE RESPONSES ARE PROHIBITED FOR THIS SOLICITATION

INVOICE TO	SHIP TO
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER
No City WV 99999 US	No City WV 99999 US

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
1	ADVERTISING SERVICES	5060.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:
ADVERTISING SERVICES

SCHEDULE OF EVENTS

Line	Event	Event Date
1	VENDOR QUESTION DEADLINE	2021-09-08

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: CRFP HHR2200000001

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 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.

THE MANAHAN GROUP LLC
Company

Authorized Signature
10/6/2021
Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.

Addendum A

Section 9

Addendum 2 Acknowledgement Form



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
Service - Prof

Proc Folder: 925347			Reason for Modification: ADDENDUM 2 TO EXTEND PROPOSAL OPENING DATE AND PROVIDE ANSWERS TO VENDOR QUESTIONS
Doc Description: ADVERTISING SERVICES			
Proc Type: Central Master Agreement			
Date Issued	Solicitation Closes	Solicitation No	Version
2021-09-21	2021-10-05 13:30	CRFP 0506 HHR2200000001	3

BID RECEIVING LOCATION

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

VENDOR

Vendor Customer Code:

Vendor Name :

Address :

Street :

City :

State :

Country :

Zip :

Principal Contact :

Vendor Contact Phone:

Extension:

FOR INFORMATION CONTACT THE BUYER

Crystal G Hustead
(304) 558-2402
crystal.g.hustead@wv.gov

Vendor
Signature X

FEIN# 20-0201317

DATE 10/6/21

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

ADDITIONAL INFORMATION

THE STATE OF WEST VIRGINIA PURCHASING DIVISION FOR THE AGENCY, WEST VIRGINIA DEPARTMENT OF HEALTH AND HUMAN RESOURCES (WVDHHR), IS SOLICITING PROPOSALS TO ESTABLISH AN OPEN END CONTRACT FOR ADVERTISING SERVICES FOR ALL ENTITIES OF WVDHHR PER THE ATTACHED DOCUMENTS.

QUESTIONS REGARDING THE SOLICITATION MUST BE SUBMITTED IN WRITING TO CRYSTAL.G.HUSTEAD@WV.GOV PRIOR TO THE QUESTION PERIOD DEADLINE CONTAINED IN THE INSTRUCTIONS TO VENDORS SUBMITTING BIDS

ONLINE RESPONSES ARE PROHIBITED FOR THIS SOLICITATION

INVOICE TO			SHIP TO		
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER			VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		
No City	WV	99999	No City	WV	99999
US			US		

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
1	ADVERTISING SERVICES	5060.00000	HOURL		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:
ADVERTISING SERVICES

SCHEDULE OF EVENTS

Line	Event	Event Date
1	VENDOR QUESTION DEADLINE	2021-09-08

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: HHR220000001

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 checked="" 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.

THE MANAHAN GROUP LLC
Company
[Signature]
Authorized Signature
10/6/2021
Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.

Revised 6/8/2012

Addendum A - Page 35
The Manahan Group LLC
CRFP HHR220000001
Advertising Services

Addendum A

Section 10

Addendum 3 Acknowledgement Form



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
Service - Prof

Proc Folder: 925347

Doc Description: ADVERTISING SERVICES

Reason for Modification:

ADDENDUM 3
TO EXTEND PROPOSAL
OPENING DATE AND PROVIDE
CLARIFICATION ON
PROPOSAL SUBMITTAL

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2021-10-01	2021-10-08 13:30	CRFP 0506 HHR2200000001	4

BID RECEIVING LOCATION

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

VENDOR

Vendor Customer Code:

Vendor Name :

Address :

Street :

City :

State :

Country :

Zip :

Principal Contact :

Vendor Contact Phone:

Extension:

FOR INFORMATION CONTACT THE BUYER

Crystal G Hustead
(304) 558-2402
crystal.g.hustead@wv.gov

Vendor
Signature X

FEIN# 20-0201317

DATE 10/6/2021

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

ADDITIONAL INFORMATION

ADDENDUM 3 ISSUED FOR THE FOLLOWING REASONS:

1. TO EXTEND THE PROPOSAL OPENING DATE TO FRIDAY, OCTOBER 8, 2021, 1:30 PM ET.
2. TO CLARIFY PROPOSAL SUBMISSION, PLEASE SEE ATTACHMENT A.

NO OTHER CHANGES

ONLINE RESPONSES ARE PROHIBITED FOR THIS SOLICITATION

INVOICE TO	SHIP TO
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER
No City WV 99999 US	No City WV 99999 US

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
1	ADVERTISING SERVICES	5060.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:
ADVERTISING SERVICES

SCHEDULE OF EVENTS

Line	Event	Event Date
1	VENDOR QUESTION DEADLINE	2021-09-08

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: HHR2200000001

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 checked="" type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input checked="" 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.

THE MANAHAN GROUP LLC
Company
[Signature]
Authorized Signature
10/6/2021
Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.

Revised 6/8/2012

Addendum A - Page 39
The Manahan Group LLC
CRFP HHR2200000001
Advertising Services

Addendum A

Section 11

Final Solicitation Document



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
Service - Prof

Proc Folder: 925347

Doc Description: ADVERTISING SERVICES

Proc Type: Central Master Agreement

Reason for Modification:

ADDENDUM 3
TO EXTEND PROPOSAL
OPENING DATE AND PROVIDE
CLARIFICATION ON
PROPOSAL SUBMITTAL

Date Issued	Solicitation Closes	Solicitation No	Version
2021-10-01	2021-10-08 13:30	CRFP 0506 HHR2200000001	4

BID RECEIVING LOCATION

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

VENDOR

Vendor Customer Code:

Vendor Name :

Address :

Street :

City :

State :

Country :

Zip :

Principal Contact :

Vendor Contact Phone:

Extension:

FOR INFORMATION CONTACT THE BUYER

Crystal G Hustead
(304) 558-2402
crystal.g.hustead@wv.gov

Vendor
Signature X

FEIN# 20-0201317

DATE 10/6/2021

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

ADDITIONAL INFORMATION

ADDENDUM 3 ISSUED FOR THE FOLLOWING REASONS:

1. TO EXTEND THE PROPOSAL OPENING DATE TO FRIDAY, OCTOBER 8, 2021, 1:30 PM ET.
2. TO CLARIFY PROPOSAL SUBMISSION, PLEASE SEE ATTACHMENT A.

NO OTHER CHANGES

ONLINE RESPONSES ARE PROHIBITED FOR THIS SOLICITATION

INVOICE TO	SHIP TO
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER
No City WV 99999 US	No City WV 99999 US

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
1	ADVERTISING SERVICES	5060.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:
ADVERTISING SERVICES

SCHEDULE OF EVENTS

Line	Event	Event Date
1	VENDOR QUESTION DEADLINE	2021-09-08

Addendum A - Page 42
The Manahan Group LLC
CRFP HHR2200000001
Advertising Services

	Document Phase	Document Description	Page 3
HHR2200000001	Final	ADVERTISING SERVICES	

ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions

Addendum A

Section 12

In-State Vendor Preference Form

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 Vendor Preference, if applicable.

**Application is made for 2.5% vendor preference for the reason checked:**

Bidder is an individual resident vendor and has resided continuously in West Virginia, 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**,



Bidder is a resident vendor partnership, association, or corporation with at least eighty percent of ownership interest of bidder held by another entity that meets the applicable four year residency requirement; **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**,

**Application is made for 2.5% 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% vendor preference for the reason checked:**

Bidder is a nonresident vendor that employs a minimum of one hundred state residents, or a nonresident vendor which has an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia and employs a minimum of one hundred state residents, and for purposes of producing or distributing the commodities or completing the project which is the subject of the bidder's bid and continuously over the entire term of the project, on average at least seventy-five percent of the bidder's employees or the bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years and the vendor's bid; **or**,

**Application is made for 5% 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% 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% 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, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.

7.

**Application is made for preference as a non-resident small, women- and minority-owned business, in accordance with West Virginia Code §5A-3-59 and West Virginia Code of State Rules.**

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

8.

**Application is made for reciprocal preference.**

Bidder is a West Virginia resident and is requesting reciprocal preference to the extent that it applies.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) rescind the contract or purchase order; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency 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.

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: THE MANAHAN GROUP LLCSigned: [Signature]Date: 10/6/2021Title: CEO

Addendum A - Page 45
The Manahan Group LLC
CRFP HHR2200000001
Advertising Services

Addendum A

Section 13

Disclosure Statement & Small Business Certification Application

STATE OF WEST VIRGINIA - PURCHASING DIVISION

**VENDOR REGISTRATION AND DISCLOSURE STATEMENT
AND SMALL, WOMEN-, AND MINORITY-OWNED BUSINESS
CERTIFICATION APPLICATION**

Before a vendor is eligible to sell goods and/or services to the State of West Virginia, the **West Virginia Code §5A-3-12** requires all vendors to have on file with the West Virginia Purchasing Division a completed Vendor Registration and Disclosure Statement. Vendors supplying sole source goods or services to West Virginia state agencies, or competitive purchases of \$2,500 or less annually in aggregate across all state agencies are required to complete the Vendor Registration and Disclosure Statement (WV-1A form). If the amount for competitive purchases exceed \$2,500 in aggregate across all state agencies in any one year, a **\$125.00** annual fee is required. Payment of the annual fee includes email notifications on bid opportunities based on the commodities and services selected upon registering in the Vendor Self-Service (VSS) portal at **wvOASIS.gov**. Please complete **Part I** of this form in its **ENTIRETY** and return to the state agency listed below for their completion of **Part II**. The agency will forward this form to the West Virginia Purchasing Division for processing. Incomplete forms will not be processed and will be returned to the vendor. **Please return all correspondence to:**

STATE AGENCY: WV DEPARTMENT OF HEALTH & HUMAN RESOURCES
ADDRESS: ONE DAVIS SQUARE
CITY, STATE, ZIP: CHARLESTON, WV 25301

Whenever a change occurs in the information submitted, such change shall be reported immediately in the same manner as required in the original disclosure statement (**West Virginia Code §5A-3-12**). Vendors doing business with the State of West Virginia are expected to abide by the **Vendor Code of Conduct** available online at **www.state.wv.us/admin/purchase/vrc/vendorconduct.pdf**.

Privacy Notice: The Purchasing Division is required to collect certain information as stated in **West Virginia Code §5A-3-12**, other applicable sections of the **West Virginia Code**, the Vendor Registration and Disclosure Statement forms, and other documents to facilitate the state bidding and contract administration processes. This information is stored in a secure environment, but unless specifically protected under state law, any information provided may be inspected by or disclosed to the public.

Vendors are also required to be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, West Virginia Insurance Commission, or other state agencies or political subdivisions. Failure to do so may result in delay of or disqualification from a contract award, pursuant to **West Virginia Code of State Rules §148-1-6.1.7**. If you have any questions concerning this **Vendor Registration and Disclosure Statement**, please contact the Purchasing Division at (304) 558-2311.

Questions concerning this Vendor Registration and Disclosure Statement may be directed to the Purchasing Division at (304) 558-2311. Should you need additional information relating to vendor registration, please visit **www.state.wv.us/admin/purchase/VendorReg.html**.

**VENDOR REGISTRATION AND DISCLOSURE STATEMENT AND SMALL, WOMEN,
AND MINORITY-OWNED BUSINESS CERTIFICATION APPLICATION**

PLEASE TYPE OR CLEARLY PRINT ALL INFORMATION
To Be Completed by the Vendor and Returned to the Purchasing Division

1. Legal Name of Company/Individual The Manahan Group LLC

Bidding Address 222 Capitol Street, Suite 400, Charleston, WV 25301

Ordering Address (same)

(Please provide a physical address, not a post office box.) (same)

Payment Address (same)

City, State, Zip _____

Telephone Number 304.348.5060

Fax Number 304.343.2788

Principle Contact Person Ron Jarrett

E-mail rjarrett@manahangroup.com

Contact's Telephone Number 304.343.2800

Contact's Fax Number 304.343.2788

DBA, if any 785187910

Bidding Address (same)

Ordering Address (same)

Payment Address (same)

City, State, Zip _____

Telephone Number 304.343.2800

Fax Number 304.343.2788

Principle Contact Person Ron Jarrett

E-mail rjarrett@manahangroup.com

Contact's Telephone Number 304.343.2800

Contact's Fax Number 304.343.2788

2. Vendor Tax Classification:

- | | |
|---|--|
| <input type="checkbox"/> Individual | <input type="checkbox"/> Government |
| <input type="checkbox"/> Sole Proprietor | <input type="checkbox"/> Medical Corporation |
| <input type="checkbox"/> Partnership | <input type="checkbox"/> Attorney Corporation |
| <input checked="" type="checkbox"/> Corporation | <input type="checkbox"/> Non-Profit Organization |
| <input type="checkbox"/> Board Member | <input type="checkbox"/> Payroll |
| <input type="checkbox"/> Trust | <input type="checkbox"/> Employee |
| <input type="checkbox"/> Estate | |

VENDOR REGISTRATION AND DISCLOSURE STATEMENT AND SMALL, WOMEN-, AND MINORITY-OWNED BUSINESS CERTIFICATION APPLICATION

PLEASE TYPE OR CLEARLY PRINT ALL INFORMATION
To Be Completed by the Vendor and Returned to the Purchasing Division

3. Taxpayer Identification Number (TIN): If you have an Identification Number, enter it below. All partnerships, corporations, or companies with employees must have an EIN.

2 0 0 2 0 1 3 1 7 EIN

If you do not have a EIN, please enter Social Security number (SSN), Individual Taxpayer Identification Number (ITIN) or Adoptive Identification Number (ATIN) and check the correct below.

- (SSN ☐, ITIN ☐, ATIN ☐)

4. (A) Small, Women-Owned, Minority-Owned Businesses

West Virginia Code §5A-3-59 establishes a procurement certification program in West Virginia for small, women-, and minority-owned businesses. Requirements related to the certification program are provided in the **West Virginia Code of State Rules** §148-2-1 et seq. Note that this certification provides nonresident vendors preference that is equivalent to competing resident (West Virginia) vendors that have applied for resident vendor preference, in accordance with **West Virginia Code** §5A-3-37. This certification may assist resident small, women-, and minority-owned businesses when soliciting business in other states. If you are renewing your two-year SWAM business certification status, please indicate the appropriate designation below.

Certification of Status (Check all those which apply)

- ☐ **Minority-owned Business** [1] means a business concern that is at least fifty-one percent owned by one or more minority individuals or in the case of a corporation, partnership, or limited liability company or other entity, at least fifty-one percent of the equity ownership interest in the corporation, partnership, or limited liability company or other entity is owned by one or more minority individuals and both the management and daily business operations are controlled by one or more minority individuals.
- A "minority individual" means an individual who is a citizen of the United States or a noncitizen who is in full compliance with United States immigration law and who satisfies one or more of the following definitions:
 - **African American** means a person having origins in any of the original peoples of Africa and who is regarded as such by the community of which this person claims to be a part.
 - **Asian American** means a person having origins in any of the original peoples of the Far East, Southeast Asia, the Indian subcontinent or the Pacific Islands, including, but not limited to, Japan, China, Vietnam, Samoa, Laos, Cambodia, Taiwan, Northern Mariana, the Philippines, a U.S. territory of the Pacific, India, Pakistan, Bangladesh, or Sri Lanka and who is regarded as such by the community of which this person claims to be a part.
 - **Hispanic American** means a person having origins in any of the Spanish-speaking peoples of Mexico, South or Central America, or the Caribbean Islands or other Spanish or Portuguese cultures and who is regarded as such by the community of which this person claims to be a part.
 - **Native American** means a person having origins in any of the original peoples of North America and who is regarded as such by the community of which this person claims to be a part or who is recognized by a tribal organization.

VENDOR REGISTRATION AND DISCLOSURE STATEMENT AND SMALL, WOMEN-, AND MINORITY-OWNED BUSINESS CERTIFICATION APPLICATION

PLEASE TYPE OR CLEARLY PRINT ALL INFORMATION
To Be Completed by the Vendor and Returned to the Purchasing Division

- ☒ **Small Business [2]** means a business, independently owned or operated by one or more persons who are citizens of the United States or noncitizens who are in full compliance with United States immigration law, which, together with affiliates, has two hundred fifty or fewer employees, or average annual gross receipts of \$10 million or less averaged over the previous three years.
- ☐ **Women-owned Business [3]** means a business concern that is at least fifty-one percent owned by one or more women who are citizens of the United States or noncitizens who are in full compliance with United States immigration law, or in the case of a corporation, partnership or limited liability company or other entity, at least fifty-one percent of the equity ownership interest is owned by one or more women who are citizens of the United States or noncitizens who are in full compliance with United States immigration law, and both the management and daily business operations are controlled by one or more women who are citizens of the United States or noncitizens who are in full compliance with United States immigration law.

(B) Other Federal Designations

Additionally, by providing the following information, I represent that this enterprise is a small business as defined by the **Code of Federal Regulations**, Title 13, Part 121, as appended - which contains detailed industry definitions and related procedures - and/or the characteristics of the enterprise's control, operation and/or ownership are accurately reflected in the information provided. *Check all that apply.*

- ☐ Disabled Small Business Ownership [4]
- ☐ Veteran Small Business Ownership [5]

5. Commodity Codes: You may register for commodity codes for the products and services that you offer, which will provide you with bid opportunity alerts and notifications should you become a paid registered vendor. To perform this function, visit the Vendor Self-Service (VSS) portal at wvOASIS.gov.

6. List the name, title, city and state of residence for all owners/officers. If the vendor is an **individual**, list his or her name and city and state of residence, and, if he or she has associates or partners sharing in his or her business, list their names and city and state of residence. If the vendor is a **firm**, list the name and city and state of residence of each member, partner or associate of the firm. If the vendor is a **corporation** created under the laws of this state or authorized to do business in this state, list the names and city and state of residence of the president, vice president, secretary, treasurer and general manager, if any, of the corporation; and the names and city and state of residence of each stockholder of the corporation owning or holding at least ten percent of the capital stock thereof. Attach an additional sheet if space is needed.

Name	Position	City and State of Residence	Phone Number
George B. Manahan	Chief Executive Office	South Charleston, WV	304.343.2800

If the vendor has only one owner/officer, list the name, position, and city and state of residence above and please initial here: 

VENDOR REGISTRATION AND DISCLOSURE STATEMENT AND SMALL, WOMEN-, AND MINORITY-OWNED BUSINESS CERTIFICATION APPLICATION

PLEASE TYPE OR CLEARLY PRINT ALL INFORMATION
To Be Completed by the Vendor and Returned to the Purchasing Division

7. List the bank name Huntington Bank, city Charleston, state WV, and telephone number 304.348.5060 of one or more financial institutions to serve as reference for the vendor.
8. What is the latest Dun & Bradstreet number and rating on the vendor? 785187910, Our D&B Paydex score is 63 which indicates low to moderate risk
9. Is the vendor acting as an agent for some other individual, firm or corporation? If yes, attach statement of the principal authorizing such representation. ☒ No ☐ Yes

By signing below and submitting this form, the vendor certifies and acknowledges that: 1) it has obtained all licenses, certifications, and authorizations necessary to lawfully conduct business in the state of West Virginia; and 2) that the assertions made by completing this form and delivering it to the Purchasing Division are accurate and true in accordance with the applicable law and rules. As authorized agent of the vendor named herein, I do solemnly swear that the above information is true and complete, in accordance with **West Virginia Code §5A-3-12(e)**.

In the event that the vendor is applying for certification as a small, women-, or minority-owned business, the vendor's signature below further certifies that: 1) the state in which the vendor has its headquarters or principal place of business does not deny a like certification to a West Virginia based small, women-owned, or minority-owned business; 2) the state in which the vendor has its headquarters or principal place of business does not provide a preference to small, women-owned, or minority-owned firms that is unavailable to West Virginia based businesses; and, 3) that it has read and understands this form, along with the law and rules governing certification as a small, women-owned, or minority-owned business.

George B. Manahan

Authorized Agent of Vendor (Print Name)

Authorized Agent (Signature)

CEO

Title

9/27/2021

Date

PURCHASING DIVISION USE ONLY

Vendor ID: _____

Check No. : _____

Memo No. : _____

Date: _____

Entered by: _____

VENDOR REGISTRATION AND DISCLOSURE STATEMENT AND SMALL, WOMEN-, AND MINORITY-OWNED BUSINESS CERTIFICATION APPLICATION

PLEASE TYPE OR CLEARLY PRINT ALL INFORMATION
To Be Completed by the Vendor and Returned to the Purchasing Division

Part II: FOR STATE USE ONLY - To Be Completed by State Agency and Returned to Purchasing Division

1. Please provide a concise description of the goods and/or services the vendor is providing with your specific transaction.
Advertising and Public Relations Services

2. Cite the corresponding exemption code from Section 9 of the Purchasing Division Procedures Handbook, if applicable.

1. Advertising: Any advertisement placed directly with newspapers, trade magazines, etc.

Does not include any indirect placement, promotional items, advertising consultant services, broadcast of Lottery prize drawings, etc.

3. Are the goods and/or services considered sole source?

☒ No

☐ Yes

4. Will the goods and/or services provided by this vendor exceed \$2,500 in aggregate across all state agencies? If not, and an award under this dollar threshold is pending, please also contact the wvOASIS Finance Team at financeteam@wvoasis.gov for a processing code to use on your wvOASIS award document.

☐ No

☒ Yes

State Agency Procurement Officer Signature

Date

Telephone No.

FAX No.

Return to: **WV Purchasing Division**
Vendor Registration
2019 Washington Street, East
Charleston, WV 25305-0130

Addendum A

Section 14

Acknowledgement of Attachment 1

Provisions Required for Federally Funded Programs

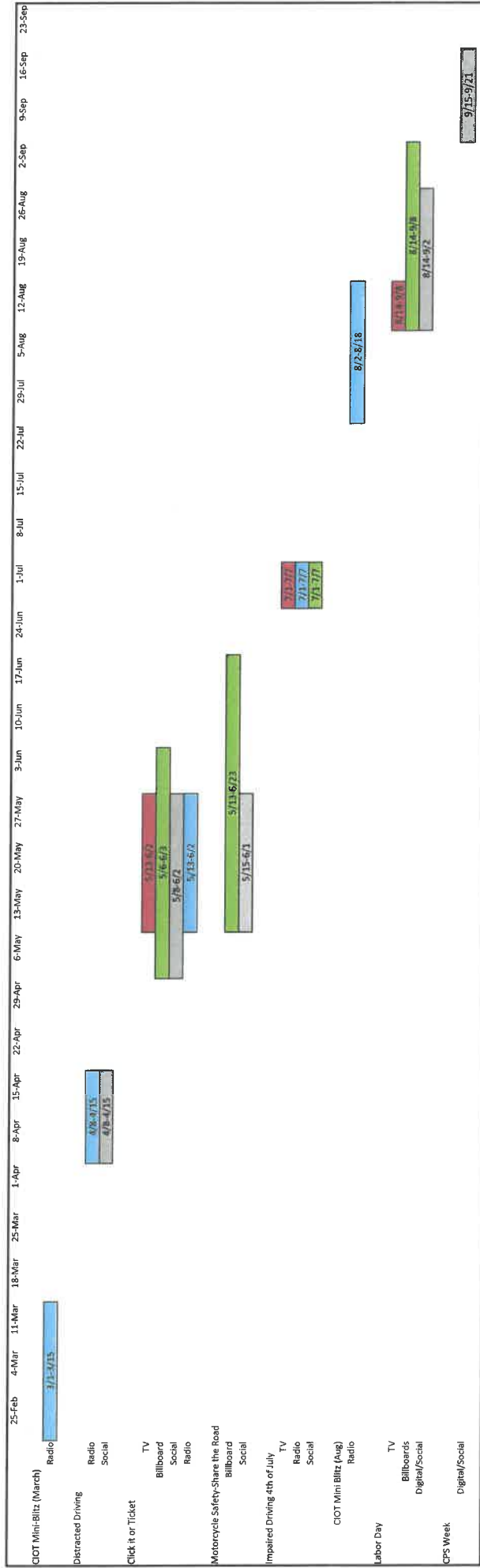
In reference to Attachment 1, Provisions Required for Federally Funded Programs, The Manahan Group LLC has read the terms and conditions set forth in Attachment 1, and agrees to abide by the terms and conditions listed within the attachment. Further, we have reviewed the EEOP Utilization Report website and agree to abide by the terms and conditions as described.

Addendum B

Media Buys



2019 GHSP Media Timeline



WV DOT Billboard Ride Over Reporting 2019

	Total # Panels	Days Over Run	Total Spend	Total Added		Total Campaign Value
				Value (Ride)	Over Values)	
Impaired Driving-Holidays - Nov 18	100	7,851	\$ 72,482.00	\$ 179,689.16	\$	252,171.16
Click It or Ticket	115	7,036	\$ 54,485.44	\$ 199,416.45	\$	253,901.89
Motorcycle Safety	59	4,142	\$ 38,365.20	\$ 78,216.71	\$	116,581.91
Impaired Driving-Labor Day	80	2,841	\$ 48,228.50	\$ 57,038.55	\$	105,267.05
			\$ 213,561.14	\$ 514,360.87	\$	727,922.01

*Overruns to date 11/11/19

SOR 2021 Paid Media Budget Summary

TV	\$	694,251.95
Radio	\$	247,516.85
Sponsorships	\$	142,216.50
Out-of-Home	\$	391,755.00
Digital	\$	474,289.39
Cinema	\$	49,970.31
	\$	2,000,000.00

SOR 2021 Television Breakdown

Broadcast Television				Adults 18+		
Market	Stations	Network Affiliates	Spots	Net Total	Reach	Frequency
Beckley/ Bluefield	WVVA, WVNS, WOAY,	ABC, NBC, CBS, Fox	1,373	\$ 72,224.50	87.70%	37.9
	EVVA					
Charleston/ Huntington	WCHS, DCHS, WSAZ,	ABC, NBC, CBS, Fox, CW	2,027	\$ 210,302.75	88.30%	38.5
	WQCW, WOWK					
	WBOY, WDTV, EBOY,					
Clarksburg	WVFX	ABC, NBC, CBS, Fox	1,840	\$ 92,940.70	99.00%	60.8
Parkersburg	WTAP, WIYE, WOVA	NBC, ABC, Fox	570	\$ 70,890.00	99.00%	40
Eastern						
Panhandle	WDVM	Independent	615	\$ 24,990.00		
Wheeling	WTOV, WTRF, ETOV, ETRF, GTRF	ABC, NBC, CBS, Fox	1,628	\$ 81,345.00	90.20%	50.3
Olympics Packages July 24 - August 9						
Beckley/ Bluefield	WVVA	NBC	55	\$ 6,855.25		
Charleston/ Huntington	WSAZ	NBC	58	\$ 34,000.00		
Clarksburg	WBOY	NBC	105	\$ 13,600.00		
Parkersburg	WTAP	NBC	53	\$ 7,004.00		
Wheeling	WTOV	NBC	121	\$ 12,002.00		
Broadcast Totals			8,053	\$ 626,154.20		

Cable Television					
Market	Cable System(s)	Networks	Spots	Net Total	
Beckley/ Bluefield	Beckley, Bluefield, Princeton and Wyoming & McDowell Systems	A&E, AMC, DISC, ESPN, ESPN2, History, Lifetime, TBS, TLC, TNT, USA	4,500	\$ 7,134.05	
Charleston/ Huntington	Charleston, DISH, Huntington, Logan, Teays Valley, Tug Valley	A&E, AMC, DISC, ESPN, ESPN2, History, Lifetime, Outdoor, TBS, TLC, TNT, USA	7,240	\$ 18,839.40	
Clarksburg	Buckhannon, Clarksburg, Elkins, Harrisville, Shinnston, Weston, Morgantown	A&E, AMC, DISC, ESPN, ESPN2, History, Lifetime, Outdoor, TBS, TLC, TNT, USA	7,020	\$ 16,858.90	
Parkersburg	Parkersburg / Point Pleasant	A&E, AMC, DISC, ESPN, ESPN2, History, Lifetime, Outdoor, TBS, TLC, TNT, USA	2,700	\$ 5,160.35	
Wheeling	Wheeling/ Weirton	A&E, AMC, DISC, ESPN, ESPN2, History, Lifetime, Outdoor, TBS, TLC, TNT, USA	2,565	\$ 6,505.90	
Eastern Panhandle	Martinsburg/ Keyser	A&E, AMC, DISC, ESPN, ESPN2, History, Lifetime, TBS, TLC, TNT, USA	3,486	\$ 13,599.15	
		<i>Cable Totals</i>	27,511	\$ 68,097.75	

Overall Television Totals 35,564 \$ 694,251.95

SOR 2021 Radio Breakdown
June 14 - September 26

Market	Station	Spots	Net Total	Adults 18+	
				Reach	Frequency
Beckley/ Bluefield	WTNJ-FM	120	\$ 2,754.00	37.80%	16.1
	WCIR-FM	105	\$ 2,409.75		
	WJLS-AM	255	\$ 6,043.50		
	News Network (WJLS-AM & WSWW-FM)	120	\$ 1,907.40		
Charleston	WKWS/WKAZ-FM	120	\$ 3,176.45	47%	10.4
	WVAF-FM	105	\$ 1,728.90		
	WRVZ-FM	105	\$ 1,948.00		
	WKLC-FM	120	\$ 8,670.00		
	WMXE-FM	105	\$ 3,123.75		
	WQBE-FM	195	\$ 9,647.50		
Huntington	WWQB-FM	120	\$ 2,040.00	52.70%	11.2
	WKEE-FM	105	\$ 4,462.50		
	WTCR-FM	120	\$ 5,100.00		
	WDGG-FM	133	\$ 3,034.50		
	WXBW-FM	152	\$ 1,829.20		
	WKKW-FM	105	\$ 6,693.75		
Morgantown/ Clarksburg/ Fairmont	WVAQ-FM	80	\$ 4,080.00	39.20%	11.6
	WWLW-FM	105	\$ 3,570.00		
	WKMZ-FM	120	\$ 2,448.00		
	WBRB-FM	105	\$ 3,748.50		
	WNUS-FM	112	\$ 1,509.60		
	WRVB-FM	98	\$ 1,237.60		
Parkersburg/ Marietta	WDMX-FM	112	\$ 1,088.00	70.30%	12.6
	WRZZ-FM	112	\$ 843.20		
	WGGE-FM	98	\$ 1,023.40		
	WHBR-FM	112	\$ 1,074.40		
	WRZZ-FM	105	\$ 892.50		

Eastern Panhandle	WLTF-FM	105	\$ 3,213.00	*	*
	WICL-FM	120	\$ 2,550.00		
	WEPM/WCST-AM	105	\$ 1,606.50		
Wheeling	WOVK-FM	168	\$ 4,141.20	50%	11.2
	WKWK-FM	120	\$ 2,244.00		
	WEGW-FM	112	\$ 2,409.75		
	WVKF-FM	80	\$ 1,768.00		
MetroNews	News Network				
	Sportsline		\$ 118,505.00		
	Talkline				
	HS Basketball		\$ 24,995.00		
Radio Totals			\$ 247,516.85	49.45%	12.18

SOR 2021 Sponsorship Breakdown

Addicted Appalachia Sponsorship (WCHS & DCHS)			
	Months	Gross Total	Net Total
:30 Spot & :05 Billboard adjacent to "Addicted" Story in 5 Newscasts Banner ad on "Addicted Web Page min 50,000 Impressions per month Sponsorship of 2 Facebook posts per month	3	\$ 8,490.00	\$ 7,216.50
Audio & Video tags on 10 promos per week, 2 weeks per month (Aligns with/promotes stories)			

IMG			
Inventory	School	Timing	Qty
HerdZone.com	Marshall University	Annual	1
Social Posts (Mutually agreed upon)	Marshall University	Annual	1
Website Banner Ad	Marshall University	April-September	25,000
Outdoor LED Signage	Marshall University	April-September	1
Football Radio In-Game Title Sponsor	Marshall University	August-September	TBD
Football Radio In-Game Interview	Marshall University	August-September	TBD
Football Radio In-Game Live Mention	Marshall University	August-September	8
Football Radio In-Game :30 Spot	Marshall University	August-September	6
Football Radio Coaches Show Live Mention	Marshall University	August-September	1
Football Radio Coaches Show :30 Spot	Marshall University	August-September	1
Football Signage LED Field Level Pro	Marshall University	August-September	1
Football Signage LED North Endzone Pro	Marshall University	August-September	1
Football Signage LED Ribbonboard	Marshall University	August-September	1
Football Videoboard :30 Spot	Marshall University	August-September	2
Baseball Radio In-Game	West Virginia University	April-August	1
			\$ 60,000.00

WVUSports.com	West Virginia University	March-September	25,000	
Football :30 Radio Spring Game	West Virginia University	TBD	2	
Football Signage South End Zone LED Spring Game	West Virginia University	TBD	1	
Football Signage Ribbon LED Spring Game	West Virginia University	TBD	1	
Football Signage South End Zone LED 2021 Season	West Virginia University	August-September	1	
Football Signage Ribbon LED 2021 Season	West Virginia University	August-September	1	
Football Radio Coaches Show :30 Spot	West Virginia University	August-September	1	
Football Radio In-Game :30 Spot	West Virginia University	August-September	1	
Football Radio Pre-Game :30 Spot	West Virginia University	August-September	1	
Football Radio Post-Game Show :30 Spot	West Virginia University	August-September	1	
Football Full Page Ad - Fan Guide	West Virginia University	August-September	1	
Football Full Page Ad - Program	West Virginia University	August-September	1	
Football Full Page Ad - Digital Preview	West Virginia University	August-September	1	
			50,038	\$ 75,000.00

Total Sponsorships**\$ 142,216.50**

SOR 2021 Out-of-Home Breakdown

Public Service Network						
Media	Ad Size	Months	Impressions			Total Investment
Pharma - Drug Info Inserts	14" x 8.5"	3	150,000			\$ 75,000.00
			150,000			\$ 75,000.00

Mesmerize Point of Care Out-of-Home						
Media	Locations	Months	Impressions			Total Investment
Pharmacy Bags	135	3	3,037,500			\$ 54,675.00
Posters	125	3	1,650,000			\$ 31,875.00
Digital Displays	45	3	278,235			\$ 10,125.00
ADDED VALUE						
Pharmacy Bags	15	3	110,000			\$ -
Posters	150	3	780,000			\$ -
	470		5,856,030			\$ 96,675.00

Billboard Locations-Three month Posting 7/5/2021 - 9/26/2021												
#	Panel	Location	City	State	Facing	Size	Lit	EOI	Style	Space/ 12 wks.	Production	Total
1	K115	US 119 Near RR #2	Charleston	WV	N	10.6 x 22.9	No	9,240	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
2	K206	US 60 .2 Mi W/O Turnpike Bridge	Rand	WV	E	10.6 x 22.9	Yes	165,044	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
3	K373	611 Washington St W	Charleston	WV	E	10.6 x 22.9	No	66,759	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00

4	K459	Cabin Creek WV 79 @ #1 Underpass	Cabin Creek	WV	S	10.6 x 22.9	No	65,473	Poster	\$	1,350.00	\$	72.00	\$	1,422.00
5	K526	3112 7th Avenue (e/o Lock 6 Rd)	Charleston	WV	W	10.6 x 22.9	No	50,559	Poster	\$	1,350.00	\$	72.00	\$	1,422.00
6	K616	US 119 Corridor G N/O Hewitt Creek	Hewitt Creek	WV	S	10.6 x 22.9	No	32,942	Poster	\$	1,350.00	\$	72.00	\$	1,422.00
7	K621	Expressway Near RR Bridge	Charleston	WV	W	10.6 x 22.9	Yes	57,196	Poster	\$	1,350.00	\$	72.00	\$	1,422.00
8	K784	150' NW St. Albans Exit	St Albans	WV	W	10.6 x 22.9	No	48,773	Poster	\$	1,350.00	\$	72.00	\$	1,422.00
9	K852	WV 62 .6 MILE N/O ELEANOR	Eleanor	WV	S	10.6 x 22.9	No	12,230	Poster	\$	1,350.00	\$	72.00	\$	1,422.00
10	K871	Rt. 25 (.3 MILE W/O WV 25/622)	Institute	WV	E	10.6 x 22.9	No	28,257	Poster	\$	1,350.00	\$	72.00	\$	1,422.00
11	K923	US 60 RR East (1/4 mile east of Rainelle	Rainelle	WV	W	10.6 x 22.9	No	17,436	Poster	\$	1,350.00	\$	72.00	\$	1,422.00
12	K943	WV 85 SOUTH OF CITY LIMITS	Danville	WV	S	10.6 x 22.9	No	21,620	Poster	\$	1,350.00	\$	72.00	\$	1,422.00
13	K968	RT. 21 (2 MI E/O FAIRPLAIN	Ripley	WV	N	10.6 x 22.9	No	23,802	Poster	\$	1,350.00	\$	72.00	\$	1,422.00
14	K983	WV 4 Curve Near Dodge Dealer	Sutton	WV	W	10.6 x 22.9	No	20,475	Poster	\$	1,350.00	\$	72.00	\$	1,422.00
15	K909	US 60 (.2 M E/O MCDONALDS)	Smithers	WV	E	10.6 x 22.9	No	29,232	Poster	\$	1,350.00	\$	72.00	\$	1,422.00
16	K1015	I-64/77 WVTP 500' S/O Charleston Exit	Cabin Creek	WV	S	14 x 48	Yes	139,833	Bulletin	\$	3,000.00	\$	650.00	\$	3,650.00
17	K1088	I-64 South Charleston	So Charl.	WV	W	14 x 48	Yes	254,491	Bulletin	\$	4,800.00	\$	650.00	\$	5,450.00
18	K1122	.8 Mi N. of CR 1 Jct	Summersville	WV	S	14 x 48	Yes	45,845	Bulletin	\$	2,100.00	\$	650.00	\$	2,750.00
19	K1129	I-77 2 Miles S of CR 2 Silvertown Exit	Ravenswood	WV	N	12 x 50.6	Yes	64,481	Bulletin	\$	2,100.00	\$	600.00	\$	2,700.00
20	K1151	I-64 (.1 mile e/o Exit 53)	Dunbar	WV	W	14 x 48 D (858 x 242)	Yes	236,766	Digital	\$	4,800.00	\$	-	\$	4,800.00
21	K1166	US 119 Corridor G - Southridge	South Charleston	WV	N	14 x 48 D (936 x 264)	Yes	117,930	Digital	\$	4,800.00	\$	-	\$	4,800.00
22	K1172	Rt 622 - 300 Goff Mtn Rd	Cross Lanes	WV	N	11 x 22 D (396 x 198)	Yes	62,007	Digital	\$	2,100.00	\$	-	\$	2,100.00

23	K1756	3980 WV 34 Teays Valley Road @ Car Wash	Teays Valley	WV	W	11 x 22 D (400 x 200)	Yes	44,069	Digital	\$ 2,100.00	\$ -	\$ 2,100.00
24	R5116	US 60 West Kenova	Kenova	WV	E	10.6 x 22.9	No	36,335	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
25	R5134	Rt 60 Milton C/L	Milton	WV	E	10.6 x 22.9	No	30,028	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
26	R5519	8th St & 7th Avenue	Huntington	WV	N	10.6 x 22.9	Yes	45,788	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
27	R52709	Rt 3 Box 3020-A Wayne WV	Wayne	WV	N	10.6 x 22.9	No	31,831	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
28	R55726	Rt 35 1m S of Cornstalk Road	Pt. Pleasant	WV	N	10.6 x 22.9	Yes	33,358	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
29	R5556	1759 Adams Avenue ,	Huntington	WV	E	10.6 x 22.9	Yes	55,147	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
30	R7006	2126 5th Avenue (by MU Stadium, Wendy's)	Huntington	WV	W	11 x 22 D (396 x 198)	Yes	88,572	Digital	\$ 1,800.00	\$ -	\$ 1,800.00
31	R7013	RT. 60 @ 6TH AVENUE	Huntington	WV	E	11 x 22 D (396 x 198)	Yes	61,735	Digital	\$ 1,800.00	\$ -	\$ 1,800.00
32	R7042	825 Hal Greer Blvd	Huntington	WV	N	10.6x36 D (638 x 176)	Yes	127,129	Digital	\$ 2,400.00	\$ -	\$ 2,400.00
33	R7054	2735 5th Avenue	Huntington	WV	W	10.6x36 D (638 x 176)	No	106,921	Digital	\$ 2,400.00	\$ -	\$ 2,400.00
34	P483	WV Rt 2 & Rt 31 Intersection	Parkersburg	WV	S	10.6 x 22.9	Yes	49,962	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
35	P625	Rt 95 NL @ 8th Avenue	Parkersburg	WV	E	10.6 x 22.9	No	39,677	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
36	P640	Rt 68 Approx .5 Mi W/O Marttown Rd	Parkersburg	WV	E	10.6 x 22.9	Yes	29,917	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
37	P647	Blizzard Drive S/O 18th St	Parkersburg	WV	N	10.6 x 22.9	No	39,707	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
38	P4031	Garfield Ave (s/o 12th Street)	Parkersburg	WV	N	11 x 22 D (384x192)	Yes	57,108	Digital	\$ 2,100.00	\$ -	\$ 2,100.00

39	P4056	Grand Central @ 29th St.	Parkersburg	WV	N	10.6x36 D (638 x 176)	Yes	103,813	Digital	\$ 2,400.00	\$ -	\$ 2,400.00
40	A0310	RT. 220 NORTH ADJ MARKWOOD CHEVY (LOC 1)	Moorefield	WV	N	10.6 x 22.9	Yes	28,559	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
41	A0105	RT. 220 SOUTH (LOC 4)	Petersburg	WV	S	10.6 x 22.9	No	14,537	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
42	A0903	RT. 33 & RT. 32 & RT. 52 JUNCTION	Harman	WV	W	10.6 x 22.9	No	6,995	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
43	A0416	RT. 46 EAST LOC 2 IN TURN	Keyser	WV	E	10.6 x 22.9	No	20,649	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
44	A0216	RT. 50 EAST NEAR VA LINE	Capon Bridge	WV	E	10.6 x 22.9	No	34,243	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
45	A0602	RT. 522 @ GREEN GATE RD.	Berkeley Springs	WV	N	10.6 x 22.9	No	49,086	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
46	A0534	RT. 7 DELLSLOW @ PIONEER ROCK	Morgantown	WV	E	10.6 x 22.9	No	36,279	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
47	A5002	US 50 e/o Bridgeport @ Maple Valley Meat Market	Bridgeport	WV	W	10.6 x 22.9	Yes	19,075	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
48	A0820	RT. 7 (18140 VETERANS HIGHWAY NEAR WAL-MART)	Kingwood	WV	E	10.6 x 22.9	Yes	37,841	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
49	A0575	RT. 19-N Star City Bridge @ Car Wash	Morgantown	WV	N	10.6x36 D (638 x 176)	Yes	174,576	Digital	\$ 3,600.00	\$ -	\$ 3,600.00
50	A9021	US 219 & 250 (.8 MILE N/O Glenmore Loop)	Elkins	WV	N	11 x 22 D (396 x 198)	Yes	38,629	Digital	\$ 2,700.00	\$ -	\$ 2,700.00
51	A5043	Rt. 20 Nutter Fort @ Pinti PT	Nutter_Fort	WV	N	11 x 22 D (400 x 200)	Yes	73,719	Digital	\$ 2,100.00	\$ -	\$ 2,100.00
52	LBL49	Eisenhower Drive .1m ile N/O Stanaford Road (Bottom)	Beckley	WV	NW	10.6 x 22.9	Yes	50,588	Poster	\$ 1,530.00	\$ 75.00	\$ 1,605.00
53	LBL1512	Robert C Byrd Drive North of Central/3rd Avenue	Beckley	WV	S	11 x 23	Yes	112,944	Digital	\$ 4,500.00	\$ -	\$ 4,500.00
54	LBL170	US52 South of Rt 16 (Bottom)	Welch	WV	E	10.6 x 22.9	No	29,390	Poster	\$ 1,530.00	\$ 75.00	\$ 1,605.00
55	LBL108	Rogers Street, Wet of Roseland Ave	Princeton	WV	W	10.6 x 22.9	Yes	41,805	Poster	\$ 1,530.00	\$ 75.00	\$ 1,605.00
56	LWL2900	Cabela Drive @ Highlands	Wheeling	WV	W	10 x 21	Yes	8,335	Digital	\$ 6,000.00	\$ -	\$ 6,000.00

57	LWL4881	WV2 @ 18th St	Wheeling	WV	S	10.6 x 22.9	Yes	76,958	Poster	\$	2,100.00	\$	200.00	\$	2,300.00
58	LBR1098	S Fayette Opp Barber Ave (Left)	Clarksburg	WV	W	10.6 x 22.9	Yes	146,340	Poster	\$	1,950.00	\$	75.00	\$	2,025.00
59	LBR1138	Rt 19S South of Rosebud Rd	Clarksburg	WV	S	10.6 x 22.9	No	38,501	Poster	\$	1,950.00	\$	75.00	\$	2,025.00
60	LBR2001	Rt 20 Buckhannon Pike	Nutter Fort	WV	E	10.6 x 22.9	Yes	57,672	Poster	\$	1,950.00	\$	75.00	\$	2,025.00
61	LBR108	Rt 58 @ Cost Ave Intersection	Anmoore	WV	S	10.6 x 22.9	Yes	59,386	Poster	\$	1,950.00	\$	75.00	\$	2,025.00
62	LBR3020	Rt 50 East of Locust Drive	Bridgeport	WV	E	10 x 21	Yes	63,931	Digital	\$	3,600.00			\$	3,600.00
63	LBR1002	Rt 250 North of Hackers Creek Rd	Phillippi	WV	N	10.6 x 22.9	No	31,798	Poster	\$	1,950.00	\$	75.00	\$	2,025.00
64	LBR1021	US 250 East of College Street	Elkins	WV	S	10.6 x 22.9	Yes	61,670	Digital	\$	3,600.00	\$	-	\$	3,600.00
65	LBR1659	RT 119 East of Stewarts Town Rd	Monongah	WV	W	10.6 x 22.9	No	17,298	Poster	\$	1,950.00	\$	75.00	\$	2,025.00
66	LBR3027	University Town Center Dr @ Mon County Park & Ride	Morgantown	WV	N	10 x 21	Yes	9,633	Digital	\$	7,500.00	\$	-	\$	7,500.00
67	LBR3004	Mileground East of Rt 705	Morgantown	WV	E	10.6 x 6	Yes	51,315	Digital	\$	7,500.00	\$	-	\$	7,500.00
68	LH1624	Rt 152 @ Lavalette	Lavalette	WV	S	10.6 x 22.9	Yes	58,098	Poster	\$	1,050.00	\$	75.00	\$	1,125.00
69	LH1040	1603 Washington Ave	Huntington	WV	E	14 x 48	Yes	195,056	Bulletin	\$	3,000.00	\$	500.00	\$	3,500.00
70	LH1493	1017 Hal Greer Blvd	Huntington	WV	S	10.6 x 22.9	Yes	101,646	Poster	\$	1,050.00	\$	75.00	\$	1,125.00
71	LH1405	US 60 East @ Roby Rd	Barboursville	WV	S	10.6 x 22.9	Yes	145,815	Poster	\$	1,050.00	\$	75.00	\$	1,125.00
72	LH1518	Wayne Ave (Rt 75)	Kenova	WV	N	10.6 x 22.9	Yes	172,351	Poster	\$	1,080.00	\$	75.00	\$	1,155.00
73	LH8209	5830 Davis Creek Rd	Barboursville	WV	E	10.6 x 22.9	No	90,018	Poster	\$	1,050.00	\$	75.00	\$	1,125.00
74	LH4090	Rt 119 North of Elkview	Elkview/Pinch	WV	NE	10.6 x 22.9	No	30,809	Poster	\$	1,050.00	\$	75.00	\$	1,125.00
75	LH4064	Rt 34 .1 South of I-64	Teays Valley	WV	SW	10.6 x 22.9	Yes	127,686	Poster	\$	1,800.00	\$	75.00	\$	1,875.00
76	LA35104	Rt 45, 1.4 miles East of Martinsburg	Shepherdstown	WV	W	10.6 x 22.9	Yes	27,423	Poster	\$	1,785.00	\$	75.00	\$	1,860.00

77	LA35113	300 E Burke Street East of Southwater	Martinsburg	WV	E	10.6 x 22.9	No	32,940	Poster	\$	1,785.00	\$	75.00	\$	1,860.00
78	LH35179	Rt 11 Mid-Atlantic	Martinsburg	WV	S	10.6 x 22.9	Yes	49,237	Poster	\$	75.00	\$	130.00	\$	205.00
79-100		Production of 21 additional posters to post at no charge										\$	1,512.00		
						Campaign Totals		29,845,914		\$	158,865.00	\$	8,690.00	\$	220,080.00

Actual billboard locations may change based upon availability at time of approval.

Out-Of-Home Total \$ 391,755.00

SOR 2021 Digital Ad Breakdown

Platform		Targeting	Ad Type	Estimated Impressions	Net Total
Streaming Audio	Pandora	WV Adults 18+	:30 Audio, 300 x 250, :30 Video	742,540	\$ 86,195.00
		WV Adults 18+, Heavy prescription fillers		49,260	\$ 30,000.00
Streaming Video	OTT/CTV	WV Adults 18+	:15 & :30 Video	2,586,207	\$ 100,000.00
		WV Medical Doctors, Physician, Nurse, RN, LPN, Pharmacist, Pharmacy, Medical, Paramedic, Firefighter, Law Enforcement		862,069	\$ 50,000.00
Programmatic	Google Ads	WV Adults 18+	728 x 90, 300 x 250, 300 x 600, :15 & :30 Video	41,618,878	\$ 208,094.39
Digital Totals				45,858,954	\$ 474,289.39

SOR 2021 Cinema Ad Breakdown
Cinema Advertising
On-Screen, Lobby View & Digital June - September 2021

Cross Platform Banners Cinema Accelerator 6/14/2021 - 9/26/2021 (15 weeks)						
Location	Ad Units	# of Screens	Estimated Spots	Projected Impressions	CPM	Net Media Cost
Statewide	300x250, 728 x 90, 160x600 & 300x600	n/a	n/a	2,854,289	\$7.01	\$20,000.00

Cross Platform Video Cinema Accelerator 6/14/2021 - 9/26/2021 (1.5 weeks)						
Location	Ad Units	# of Screens	Estimated Spots	Projected Impressions	CPM	Net Media Cost
Statewide	:15 or :30 Video	n/a	n/a	871,027	\$22.96	\$20,000.00

Regional LEN 0:30 8/1/2021 - 9/29/2021 (8 weeks)

Theater Name	Location	# of Screens	Estimated Spots	Projected Impressions	Cost per Spot	Net Media Cost
Morgantown Stadium 12	MORGANTOWN, West Virginia	12		28,515		\$97.03
Huntington Mall	BARBOURSVILLE, West Virginia	12		34,270		\$97.03
Nicholas Showplace	Summersville, West Virginia	4		11,367		\$97.03
Nitro Stadium 12	NITRO, West Virginia	12		19,593		\$97.03
Pullman Square 16	HUNTINGTON, West Virginia	16		44,246		\$97.03
Southridge 12	SOUTH CHARLESTON, West Virginia	12		42,106		\$97.03
Highland 14	TRIADELPHIA, West Virginia	14		38,226		\$97.03
Galleria 14	BECKLEY, West Virginia	14		36,963		\$97.03
Cinemark Meadowbrook Mall	BRIDGEPORT, West Virginia	10		33,280		\$97.03
Grand Central 12	VIENNA, West Virginia	12		34,685		\$97.03
		109		323,251		\$970.30

Segment I CPS 0:30 8/1/2021 - 9/29/2021 (8 weeks)							
Theater Name	Location	# of Screens	Estimated		Projected Impressions	Cost per Spot	Net Media Cost
			Spots				
Morgantown Stadium I2	MORGANTOWN, West Virginia	12	3,024		28,515	\$0.26	\$793.85
Huntington Mall	BARBOURSVILLE, West Virginia	12	3,024		34,270	\$0.32	\$954.32
Nicholas Showplace	Summersville, West Virginia	4	1,008		11,367	\$0.31	\$316.83
Nitro Stadium I2	NITRO, West Virginia	12	3,024		19,593	\$0.18	\$544.83
Pullman Square I6	HUNTINGTON, West Virginia	16	4,032		44,246	\$0.31	\$1,231.92
Southridge I2	SOUTH CHARLESTON, West Virginia	12	3,024		42,106	\$0.39	\$1,173.01
Highland I4	TRIADDELPHIA, West Virginia	14	3,528		38,226	\$0.30	\$1,063.36
Galleria I4	BECKLEY, West Virginia	14	3,528		36,963	\$0.29	\$1,029.26
Cinemark Meadowbrook Mall	BRIDGEPORT, West Virginia	10	2,520		33,280	\$0.37	\$927.01
Grand Central I2	VIENNA, West Virginia	12	3,024		34,685	\$0.32	\$965.62
		118	29,736		323,251		\$9,000.01

Program Totals

Total Screens:	227
Total Estimated Onscreen Spots:	29,736
Total Projected Impressions:	4,371,818
Net Total:	\$49,970.31

SEG I placement subject to availability; spots may run in SEG 2 in locations where SEG I is unavailable.

Buy Detail Report

Multi-Summary

Date: 10/06/2021



THE MANAHAN GROUP
STRATEGIC • CREATIVE • RELATIONS • MEDIA

Client: WV DHHR - SOR
Media: TV
Product: State Opioid Response
Market: Bluefield WV-VA

Description: SOR_2021_TV_Olympics
Flight Start Date: 7/19/2021 03:00 AM
Flight End Date: 8/8/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
IVVA-TV	2	\$200.00	2%
WVVA-TV	133	\$8,075.00	98%

Market Total 135 \$8,275.00

Summary By Station/Week

Station	7/19	7/26	8/2	Total
IVVA-TV				
SPOTS	1	0	1	2
STN Gross	\$100.00	\$0.00	\$100.00	\$200.00
WVVA-TV				
SPOTS	34	55	44	133
STN Gross	\$1,080.00	\$3,275.00	\$3,720.00	\$8,075.00
Total				
SPOTS	35	55	45	135
STN Gross	\$1,180.00	\$3,275.00	\$3,820.00	\$8,275.00

Buy Detail Report

Multi-Summary

Date: 10/06/2021



THE MANAHAN GROUP
COMMERCIAL • PUBLIC AFFAIRS • MEDIA • MARKETING

Client: WV DHHR - SOR

Media: TV

Product: State Opioid Response

Market: Charleston, WV

Description: SOR_2021_TV_Olympics

Flight Start Date: 7/19/2021 03:00 AM

Flight End Date: 8/8/2021 02:59 AM

Separation between Spots: 30

Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
---------	-------------	-----------	-----

WSAZ-S2

59	\$40,000.00	100%
----	-------------	------

Market Total

59	\$40,000.00
----	-------------

Summary By Station/Week

Station	7/19	7/26	8/2	Total
WSAZ-S2				
SPOTS	4	28	27	59
STN Gross	\$8,000.00	\$16,000.00	\$16,000.00	\$40,000.00
Total				
SPOTS	4	28	27	59
STN Gross	\$8,000.00	\$16,000.00	\$16,000.00	\$40,000.00



THE MANAHAN GROUP
ADVERTISING • PUBLIC AFFAIRS • MULTIMEDIA

CRFP: HHR2200000001 - Advertising Services

Buy Detail Report Multi-Summary

Date: 10/06/2021

Client: WV DHHR - SOR
Media: TV
Product: State Opioid Response
Market: Clarksburg

Description: SOR_2021_TV_Olympics
Flight Start Date: 7/19/2021 03:00 AM
Flight End Date: 8/8/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
---------	----------------	--------------	-----

WBOY-TV	106	\$16,000.00	100%
---------	-----	-------------	------

Market Total	106	\$16,000.00	
---------------------	-----	-------------	--

Summary By Station/Week

Station	7/19	7/26	8/2	Total
WBOY-TV				
SPOTS	10	49	47	106
STN Gross	\$3,725.00	\$5,975.00	\$6,300.00	\$16,000.00
Total				
SPOTS	10	49	47	106
STN Gross	\$3,725.00	\$5,975.00	\$6,300.00	\$16,000.00

Buy Detail Report

Multi-Summary

Date: 10/06/2021



Client: WV DHHR - SOR

Media: TV

Product: State Opioid Response

Market: Parkersburg-Marietta

Description: SOR_2021_TV_Olympics

Flight Start Date: 7/19/2021 03:00 AM

Flight End Date: 8/8/2021 02:59 AM

Separation between Spots: 30

Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WTAP-TV	54	\$8,240.00	100%

Market Total	54	\$8,240.00
---------------------	----	------------

Summary By Station/Week

Station	7/19	7/26	8/2	Total
WTAP-TV				
SPOTS	3	25	26	54
STN Gross	\$335.00	\$3,875.00	\$4,030.00	\$8,240.00
Total				
SPOTS	3	25	26	54
STN Gross	\$335.00	\$3,875.00	\$4,030.00	\$8,240.00



THE MANAHAN GROUP
ADVERTISING • FOR TV STATIONS • MULTIMEDIA

CRFP: HHR2200000001 - Advertising Services

Buy Detail Report Multi-Summary

Date: 10/06/2021

Client: WV DHHR - SOR
Media: TV
Product: State Opioid Response
Market: Wheeling

Description: SOR_2021_TV_Olympics
Flight Start Date: 7/19/2021 03:00 AM
Flight End Date: 8/8/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
---------	----------------	--------------	-----

WTOV-TV	65	\$14,069.00	100%
---------	----	-------------	------

Market Total	65	\$14,069.00	
---------------------	----	-------------	--

Summary By Station/Week

Station	7/19	7/26	8/2	Total
WTOV-TV				
SPOTS	4	31	30	65
STN Gross	\$1,300.00	\$6,035.00	\$6,734.00	\$14,069.00
Total				
SPOTS	4	31	30	65
STN Gross	\$1,300.00	\$6,035.00	\$6,734.00	\$14,069.00

Buy Detail Report

Multi-Summary

Date: 10/06/2021



THE MANAHAN GROUP
CREATING THE FUTURE OF MEDIA

Client: WV DHHR - SOR

Media: Digital Audio

Product: State Opioid Response

Market: Charleston, WV

Description: SOR_2021_DA

Flight Start Date: 2/22/2021 05:00 AM

Flight End Date: 10/3/2021 04:59 AM

Separation between Spots: 30

Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
PACU-SM	10882	\$136,514.00	100%

Market Total 10882 \$136,514.00

Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20
PACU-SM														
SPOTS	760	722	722	722	722	722	722	722	722	722	722	722	722	722
STN Gross	\$9,720.24	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70
Total														
SPOTS	760	722	722	722	722	722	722	722	722	722	722	722	722	722
STN Gross	\$9,720.24	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70

Summary By Station/Week

Station	9/27	Total
PACU-SM		
SPOTS	736	10882
Total		
SPOTS	736	10882



THE MANAHAN GROUP
ADVERTISING • TELEVISION • RADIO • DIGITAL

CRFP: HHR2200000001 - Advertising Services

Buy Detail Report

Multi-Summary

Date: 10/06/2021

Client: WV DHHR - SOR
Media: Digital Video
Product: State Opioid Response
Market: Washington, DC

Description: SOR_2021_DV
Flight Start Date: 2/15/2021 03:00 AM
Flight End Date: 10/3/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
---------	-------------	-----------	-----

SFWD-DV	56	\$176,470.56	100%
---------	----	--------------	------

Market Total	56	\$176,470.56	
---------------------	----	--------------	--

Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
SFWD-DV															
SPOTS	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
STN Gross	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$176,470.56
Total															
SPOTS	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
STN Gross	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$176,470.56

Buy Detail Report

Multi-Summary

Date: 10/06/2021



THE MANAHAN GROUP
COMMERCIAL • BROADCAST • TELEVISION • RADIO

Client: WV DHHR - SOR
Media: Cable
Product: State Opioid Response
Market: Bluefield WV-VA

Description: SOR_2021_Cable
Flight Start Date: 6/14/2021 03:00 AM
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
0977 SHENTEL, Suddenlink/McDowell-Wyoming Co-Cable			
1005	\$1,282.50	15%	
1620 ALTICE, Suddenlink/Beckley, WV-Cable			
1125	\$2,647.50	32%	
2239 ALTICE, Suddenlink/Princeton, WV-Cable			
1125	\$2,268.75	27%	
6717 COMCAST, Suddenlink/Bluefield, WV-Cable			
1245	\$2,193.75	26%	
Market Total			
4500	\$8,392.50		

Summary By Station/Week

Station	6/14	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13
0977 SHENTEL, Suddenlink/McDowell-Wyoming Co-Cable														
SPOTS	60	60	75	60	75	60	75	60	75	60	75	60	75	60
STN Gross	\$75.00	\$78.75	\$93.75	\$78.75	\$93.75	\$78.75	\$93.75	\$78.75	\$93.75	\$78.75	\$93.75	\$78.75	\$93.75	\$78.75
1620 ALTICE, Suddenlink/Beckley, WV-Cable														
SPOTS	75	75	75	75	75	75	75	75	75	75	75	75	75	75
STN Gross	\$180.00	\$172.50	\$180.00	\$172.50	\$180.00	\$172.50	\$180.00	\$172.50	\$180.00	\$172.50	\$180.00	\$172.50	\$180.00	\$172.50
2239 ALTICE, Suddenlink/Princeton, WV-Cable														
SPOTS	75	75	75	75	75	75	75	75	75	75	75	75	75	75
STN Gross	\$142.50	\$161.25	\$142.50	\$161.25	\$142.50	\$161.25	\$142.50	\$161.25	\$142.50	\$161.25	\$142.50	\$161.25	\$142.50	\$161.25
6717 COMCAST, Suddenlink/Bluefield, WV-Cable														
SPOTS	90	75	90	75	90	75	90	75	90	75	90	75	90	75
STN Gross	\$146.25	\$146.25	\$146.25	\$146.25	\$146.25	\$146.25	\$146.25	\$146.25	\$146.25	\$146.25	\$146.25	\$146.25	\$146.25	\$146.25
Total														
SPOTS	300	285	315	285	315	285	315	285	315	285	315	285	315	285
STN Gross	\$543.75	\$558.75	\$562.50	\$558.75	\$562.50	\$558.75	\$562.50	\$558.75	\$562.50	\$558.75	\$562.50	\$558.75	\$562.50	\$558.75

Summary By Station/Week

Station	9/20	Total
0977 SHENTEL, Suddenlink/McDowell-Wyoming Co-Cable		
SPOTS	75	1005
1620 ALTICE, Suddenlink/Beckley, WV-Cable		
SPOTS	75	1125
2239 ALTICE, Suddenlink/Princeton, WV-Cable		
SPOTS	75	1125
6717 COMCAST, Suddenlink/Bluefield, WV-Cable		
SPOTS	90	1245
Total		
SPOTS	315	4500



THE MANAHAN GROUP
ADVERTISING • PUBLIC RELATIONS • MEDIA STRATEGY

Buy Detail Report

Multi-Summary

Date: 10/06/2021

Client: WV DHHR - SOR
Media: Cable
Product: State Opioid Response
Market: Charleston, WV

Description: SOR_2021_Cable
Flight Start Date: 6/14/2021 03:00 AM
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
1320 ALTICE, Suddenlink/Logan, WV-Cable			
1230	\$2,058.75	9%	
2210 DISH TV, Altice/DISH- I+ Charleston/Hun-Cable			
1125	\$5,436.75	25%	
2309 ALTICE, Suddenlink/Charleston, WV-Cable			
1230	\$5,775.75	26%	
6482 ALTICE, Suddenlink/Teays Valley, WV-Cable			
1230	\$3,427.50	15%	
7694 ALTICE, Suddenlink/Tug Valley, WV-Cable			
1180	\$2,240.00	10%	
8640 COMCAST, Suddenlink/Huntington, WV-Cable			
1245	\$3,217.50	15%	

Market Total 7240 \$22,156.25

Summary By Station/Week

Station	6/14	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13
1320 ALTICE, Suddenlink/Logan, WV-Cable														
SPOTS	75	90	75	90	75	90	75	90	75	90	75	90	75	90
STN Gross	\$116.25	\$161.25	\$116.25	\$161.25	\$116.25	\$161.25	\$116.25	\$161.25	\$116.25	\$161.25	\$116.25	\$161.25	\$116.25	\$161.25
2210 DISH TV, Altice/DISH- I+ Charleston/Hun-Cable														
SPOTS	75	75	75	75	75	75	75	75	75	75	75	75	75	75
STN Gross	\$386.25	\$335.25	\$386.25	\$335.25	\$386.25	\$335.25	\$386.25	\$335.25	\$386.25	\$335.25	\$386.25	\$335.25	\$386.25	\$335.25
2309 ALTICE, Suddenlink/Charleston, WV-Cable														
SPOTS	75	90	75	90	75	90	75	90	75	90	75	90	75	90
STN Gross	\$462.75	\$296.25	\$462.75	\$296.25	\$462.75	\$296.25	\$462.75	\$296.25	\$462.75	\$296.25	\$462.75	\$296.25	\$462.75	\$296.25
6482 ALTICE, Suddenlink/Teays Valley, WV-Cable														
SPOTS	75	90	75	90	75	90	75	90	75	90	75	90	75	90
STN Gross	\$172.50	\$292.50	\$172.50	\$292.50	\$172.50	\$292.50	\$172.50	\$292.50	\$172.50	\$292.50	\$172.50	\$292.50	\$172.50	\$292.50
7694 ALTICE, Suddenlink/Tug Valley, WV-Cable														
SPOTS	60	100	60	100	60	100	60	100	60	100	60	100	60	100
STN Gross	\$105.00	\$200.00	\$105.00	\$200.00	\$105.00	\$200.00	\$105.00	\$200.00	\$105.00	\$200.00	\$105.00	\$200.00	\$105.00	\$200.00
8640 COMCAST, Suddenlink/Huntington, WV-Cable														
SPOTS	90	75	90	75	90	75	90	75	90	75	90	75	90	75
STN Gross	\$251.25	\$172.50	\$251.25	\$172.50	\$251.25	\$172.50	\$251.25	\$172.50	\$251.25	\$172.50	\$251.25	\$172.50	\$251.25	\$172.50
Total														
SPOTS	450	520	450	520	450	520	450	520	450	520	450	520	450	520
STN Gross	\$1,494.00	\$1,457.75	\$1,494.00	\$1,457.75	\$1,494.00	\$1,457.75	\$1,494.00	\$1,457.75	\$1,494.00	\$1,457.75	\$1,494.00	\$1,457.75	\$1,494.00	\$1,457.75

Summary By Station/Week

Station	9/20	Total
1320 ALTICE, Suddenlink/Logan, WV-Cable		
SPOTS	75	1230
2210 DISH TV, Altice/DISH- I+ Charleston/Hun-Cable		
SPOTS	75	1125
2309 ALTICE, Suddenlink/Charleston, WV-Cable		
SPOTS	75	1230
6482 ALTICE, Suddenlink/Teays Valley, WV-Cable		
SPOTS	75	1230



CRFP: HHR2200000001 - Advertising Services

Buy Detail Report Multi-Summary

Date: 10/06/2021

Client: WV DHHR - SOR

Media: Cable

Product: State Opioid Response

Market: Charleston, WV

Description: SOR_2021_Cable

Flight Start Date: 6/14/2021 03:00 AM

Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30

Comments:

Summary By Station/Week

Station	9/20	Total
7694 ALTICE, Suddenlink/Tug Valley, WV-Cable		
SPOTS	60	1180
8640 COMCAST, Suddenlink/Huntington, WV-Cable		
SPOTS	90	1245
Total		
SPOTS	450	7240



THE MANAHAN GROUP
ADVERTISING SERVICES • BROADCAST MEDIA

Buy Detail Report

Multi-Summary

Date: 10/06/2021

Client: WV DHHR - SOR
Media: Cable
Product: State Opioid Response
Market: Clarksburg

Description: SOR_2021_Cable
Flight Start Date: 6/14/2021 03:00 AM
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
---------	-------------	-----------	-----

0584 ALTICE, Suddenlink/Harrisville, WV-Cable

525	\$735.00	6%
-----	----------	----

2729 SPECTRUM, Suddenlink/Spectrum-Clarksburg-Cable

1155	\$5,381.25	44%
------	------------	-----

3270 RAPID COMMUNICATIONS, Suddenlink/Weston, WV-Cable

1050	\$1,627.50	13%
------	------------	-----

3613 ALTICE, Suddenlink/Buckhannon, WV-Cable

1155	\$1,548.75	13%
------	------------	-----

3614 ALTICE, Suddenlink/Elkins, WV-Cable

1155	\$1,548.75	13%
------	------------	-----

9254 CITY OF SHINNSTON, Suddenlink/Shinnston, WV-Cable

1155	\$1,443.75	12%
------	------------	-----

Market Total	6195	\$12,285.00
---------------------	------	-------------

Summary By Station/Week

Station	6/14	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13
0584 ALTICE, Suddenlink/Harrisville, WV-Cable														
SPOTS	0	0	75	30	45	30	45	30	45	30	45	30	45	30
STN Gross	\$0.00	\$0.00	\$105.00	\$37.50	\$67.50	\$37.50	\$67.50	\$37.50	\$67.50	\$37.50	\$67.50	\$37.50	\$67.50	\$37.50
2729 SPECTRUM, Suddenlink/Spectrum-Clarksburg-Cable														
SPOTS	0	0	165	75	90	75	90	75	90	75	90	75	90	75
STN Gross	\$0.00	\$0.00	\$768.75	\$423.75	\$345.00	\$423.75	\$345.00	\$423.75	\$345.00	\$423.75	\$345.00	\$423.75	\$345.00	\$423.75
3270 RAPID COMMUNICATIONS, Suddenlink/Weston, WV-Cable														
SPOTS	0	0	150	90	60	90	60	90	60	90	60	90	60	90
STN Gross	\$0.00	\$0.00	\$232.50	\$142.50	\$90.00	\$142.50	\$90.00	\$142.50	\$90.00	\$142.50	\$90.00	\$142.50	\$90.00	\$142.50
3613 ALTICE, Suddenlink/Buckhannon, WV-Cable														
SPOTS	0	0	165	75	90	75	90	75	90	75	90	75	90	75
STN Gross	\$0.00	\$0.00	\$221.25	\$108.75	\$112.50	\$108.75	\$112.50	\$108.75	\$112.50	\$108.75	\$112.50	\$108.75	\$112.50	\$108.75
3614 ALTICE, Suddenlink/Elkins, WV-Cable														
SPOTS	0	0	165	75	90	75	90	75	90	75	90	75	90	75
STN Gross	\$0.00	\$0.00	\$221.25	\$105.00	\$116.25	\$105.00	\$116.25	\$105.00	\$116.25	\$105.00	\$116.25	\$105.00	\$116.25	\$105.00
9254 CITY OF SHINNSTON, Suddenlink/Shinnston, WV-Cable														
SPOTS	0	0	165	60	105	60	105	60	105	60	105	60	105	60
STN Gross	\$0.00	\$0.00	\$206.25	\$75.00	\$131.25	\$75.00	\$131.25	\$75.00	\$131.25	\$75.00	\$131.25	\$75.00	\$131.25	\$75.00
Total														
SPOTS	0	0	885	405	480	405	480	405	480	405	480	405	480	405
STN Gross	\$0.00	\$0.00	\$1,755.00	\$892.50	\$862.50	\$892.50	\$862.50	\$892.50	\$862.50	\$892.50	\$862.50	\$892.50	\$862.50	\$892.50

Summary By Station/Week

Station	9/20	Total
0584 ALTICE, Suddenlink/Harrisville, WV-Cable		
SPOTS	45	525
2729 SPECTRUM, Suddenlink/Spectrum-Clarksburg-Cable		
SPOTS	90	1155
3270 RAPID COMMUNICATIONS, Suddenlink/Weston, WV-Cable		
SPOTS	60	1050
3613 ALTICE, Suddenlink/Buckhannon, WV-Cable		
SPOTS	90	1155



CRFP: HHR2200000001 - Advertising Services

Buy Detail Report Multi-Summary

Date: 10/06/2021

Client: WV DHHR - SOR

Media: Cable

Product: State Opioid Response

Market: Clarksburg

Description: SOR_2021_Cable

Flight Start Date: 6/14/2021 03:00 AM

Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30

Comments:

Summary By Station/Week

Station	9/20	Total
3614 ALTICE, Suddenlink/Elkins, WV-Cable		
SPOTS	90	1155
9254 CITY OF SHINNSTON, Suddenlink/Shinnston, WV-Cable		
SPOTS	105	1155
Total		
SPOTS	480	6195

Buy Detail Report

Multi-Summary

Date: 10/06/2021



THE MANAHAN GROUP
TELEVISION • RADIO • OUTREACH • MULTIMEDIA

Client: WV DHHR - SOR
Media: Cable
Product: State Opioid Response
Market: Parkersburg-Marietta

Description: SOR_2021_Cable
Flight Start Date: 6/14/2021 03:00 AM
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
0605 ALTICE, Suddenlink/Parkersburg, WV-Cable	1350	\$3,690.00	100%

Market Total 1350 \$3,690.00

Summary By Station/Week

Station	6/14	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13
0605 ALTICE, Suddenlink/Parkersburg, WV-Cable														
SPOTS	0	180	90	90	90	90	90	90	90	90	90	90	90	90
STN Gross	\$0.00	\$487.50	\$277.50	\$210.00	\$277.50	\$210.00	\$277.50	\$210.00	\$277.50	\$210.00	\$277.50	\$210.00	\$277.50	\$210.00
Total														
SPOTS	0	180	90	90	90	90	90	90	90	90	90	90	90	90
STN Gross	\$0.00	\$487.50	\$277.50	\$210.00	\$277.50	\$210.00	\$277.50	\$210.00	\$277.50	\$210.00	\$277.50	\$210.00	\$277.50	\$210.00

Summary By Station/Week

Station	9/20	Total
0605 ALTICE, Suddenlink/Parkersburg, WV-Cable		
SPOTS	90	1350
Total		
SPOTS	90	1350

Buy Detail Report

Multi-Summary

Date: 10/06/2021



THE MANAHAN GROUP
PITTSBURGH, PA 15203-1500 TEL: 412.371.1000

Client: WV DHHR - SOR
Media: Cable
Product: State Opioid Response
Market: Pittsburgh

Description: SOR_2021_Cable
Flight Start Date: 6/14/2021 03:00 AM
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
8037 COMCAST, Effectw/Morgantown, WV-Cable	825	\$7,548.75	100%

Market Total 825 \$7,548.75

Summary By Station/Week

Station	6/14	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13
8037 COMCAST, Effectw/Morgantown, WV-Cable														
SPOTS	0	0	105	60	60	60	60	60	60	60	60	60	60	60
STN Gross	\$0.00	\$0.00	\$866.25	\$416.25	\$697.50	\$416.25	\$697.50	\$416.25	\$697.50	\$416.25	\$697.50	\$416.25	\$697.50	\$416.25
Total														
SPOTS	0	0	105	60	60	60	60	60	60	60	60	60	60	60
STN Gross	\$0.00	\$0.00	\$866.25	\$416.25	\$697.50	\$416.25	\$697.50	\$416.25	\$697.50	\$416.25	\$697.50	\$416.25	\$697.50	\$416.25

Summary By Station/Week

Station	9/20	Total
8037 COMCAST, Effectw/Morgantown, WV-Cable		
SPOTS	60	825
Total		
SPOTS	60	825



THE MANAHAN GROUP
ADVERTISING • PUBLIC AFFAIRS • MEDIA • RESEARCH

CRFP: HHR2200000001 - Advertising Services

Buy Detail Report Multi-Summary

Date: 10/06/2021

Client: WV DHHR - SOR
Media: Cable
Product: State Opioid Response
Market: Washington, DC

Description: SOR_2021_Cable
Flight Start Date: 6/14/2021 03:00 AM
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
8149 COMCAST, Effectv/Keyser, WV-Cable	1764	\$2,835.00	18%
8150 COMCAST, Effectv/Martinsburg, WV-Cable	1743	\$13,163.64	82%

Market Total 3507 \$15,998.64

Summary By Station/Week

Station	6/14	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13
8149 COMCAST, Effectv/Keyser, WV-Cable														
SPOTS	0	231	147	105	147	105	126	105	126	105	126	105	126	105
STN Gross	\$0.00	\$378.00	\$231.00	\$168.00	\$231.00	\$168.00	\$210.00	\$168.00	\$210.00	\$168.00	\$210.00	\$168.00	\$210.00	\$168.00
8150 COMCAST, Effectv/Martinsburg, WV-Cable														
SPOTS	0	231	126	105	126	105	126	105	126	105	126	105	126	105
STN Gross	\$0.00	\$1,769.25	\$778.89	\$990.36	\$778.89	\$990.36	\$778.89	\$990.36	\$778.89	\$990.36	\$778.89	\$990.36	\$778.89	\$990.36
Total														
SPOTS	0	462	273	210	273	210	252	210	252	210	252	210	252	210
STN Gross	\$0.00	\$2,147.25	\$1,009.89	\$1,158.36	\$1,009.89	\$1,158.36	\$988.89	\$1,158.36	\$988.89	\$1,158.36	\$988.89	\$1,158.36	\$988.89	\$1,158.36

Summary By Station/Week

Station	9/20	Total
8149 COMCAST, Effectv/Keyser, WV-Cable		
SPOTS	105	1764
8150 COMCAST, Effectv/Martinsburg, WV-Cable		
SPOTS	126	1743
Total		
SPOTS	231	3507

Buy Detail Report

Multi-Summary

Date: 10/06/2021



THE MANAHAN GROUP
PRODUCTION, SALES, STRATEGY, DESIGN, MEDIA, POST-PRODUCTION

Client: WV DHHR - SOR
Media: Cable
Product: State Opioid Response
Market: Wheeling

Description: SOR_2021_Cable
Flight Start Date: 6/14/2021 03:00 AM
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
0348 COMCAST, Effectv/Wheeling, WV-Cable			
	1340	\$5,738.75	75%
3271 COMCAST, Effectv/Weirton, WV-Cable			
	1220	\$1,915.00	25%

Market Total 2560 \$7,653.75

Summary By Station/Week

Station	6/14	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13
0348 COMCAST, Effectv/Wheeling, WV-Cable														
SPOTS	0	170	80	110	80	105	75	105	75	105	75	105	75	105
STN Gross	\$0.00	\$755.00	\$383.75	\$391.25	\$383.75	\$386.25	\$378.75	\$386.25	\$378.75	\$386.25	\$378.75	\$386.25	\$378.75	\$386.25
3271 COMCAST, Effectv/Weirton, WV-Cable														
SPOTS	0	155	75	105	60	105	60	105	60	105	60	105	60	105
STN Gross	\$0.00	\$261.25	\$56.25	\$225.00	\$41.25	\$225.00	\$41.25	\$225.00	\$41.25	\$225.00	\$41.25	\$225.00	\$41.25	\$225.00
Total														
SPOTS	0	325	155	215	140	210	135	210	135	210	135	210	135	210
STN Gross	\$0.00	\$1,016.25	\$440.00	\$616.25	\$425.00	\$611.25	\$420.00	\$611.25	\$420.00	\$611.25	\$420.00	\$611.25	\$420.00	\$611.25

Summary By Station/Week

Station	9/20	Total
0348 COMCAST, Effectv/Wheeling, WV-Cable		
SPOTS	75	1340
3271 COMCAST, Effectv/Weirton, WV-Cable		
SPOTS	60	1220
Total		
SPOTS	135	2560



THE MANAHAN GROUP
ADVERTISING • PUBLIC RELATIONS • EVENT MARKETING

CRFP: HHR2200000001 - Advertising Services

Buy Detail Report Multi-Summary

Date: 10/06/2021

Client: WV DHHR - SOR
Media: Radio
Product: State Opioid Response
Market: Beckley

Description: SOR_2021_Radio
Flight Start Date: 6/14/2021 05:00 AM
Flight End Date: 9/26/2021 04:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WCIR-FM	105	\$2,835.00	18%
WJLS-AM	104	\$2,288.00	15%
WJLS-FM	252	\$7,035.00	46%
WTNJ-FM	121	\$3,260.00	21%
Market Total	582	\$15,418.00	

Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
WCIR-FM															
SPOTS	15	0	15	0	15	0	15	0	15	0	15	0	15	0	105
STN Gross	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$2,835.00
WJLS-AM															
SPOTS	0	14	0	15	0	15	0	15	0	15	0	15	0	15	104
STN Gross	\$0.00	\$308.00	\$0.00	\$330.00	\$0.00	\$330.00	\$0.00	\$330.00	\$0.00	\$330.00	\$0.00	\$330.00	\$0.00	\$330.00	\$2,288.00
WJLS-FM															
SPOTS	27	12	27	11	25	10	25	10	25	10	25	10	25	10	252
STN Gross	\$780.00	\$300.00	\$780.00	\$275.00	\$730.00	\$250.00	\$730.00	\$250.00	\$730.00	\$250.00	\$730.00	\$250.00	\$730.00	\$250.00	\$7,035.00
WTNJ-FM															
SPOTS	16	15	0	15	0	15	0	15	0	15	0	15	0	15	121
STN Gross	\$425.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$3,260.00
Total															
SPOTS	58	41	42	41	40	40	40	40	40	40	40	40	40	40	582
STN Gross	\$1,610.00	\$1,013.00	\$1,185.00	\$1,010.00	\$1,135.00	\$985.00	\$1,135.00	\$985.00	\$1,135.00	\$985.00	\$1,135.00	\$985.00	\$1,135.00	\$985.00	\$15,418.00



THE MANAHAN GROUP
COMMERCIAL MEDIA • RADIO • TELEVISION • VIDEO • WEBSITE

Buy Detail Report

Multi-Summary

Date: 10/06/2021

Client: WV DHHR - SOR

Media: Radio

Product: State Opioid Response

Market: Charleston, WV

Description: SOR_2021_Radio

Flight Start Date: 6/14/2021 05:00 AM

Flight End Date: 9/26/2021 04:59 AM

Separation between Spots: 30

Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
Country Combo-Radio			
	120	\$3,721.23	11%
WKLC-FM			
	120	\$10,200.00	31%
WMXE-FM			
	105	\$3,675.00	11%
WQBE-FM			
	231	\$11,675.00	35%
WRVZ-FM			
	105	\$1,947.75	6%
WVAF-FM			
	105	\$2,033.85	6%
Market Total	786	\$33,252.83	

Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
Country Combo-Radio															
SPOTS	15	15	0	15	0	15	0	15	0	15	0	15	0	15	120
STN Gross	\$467.10	\$451.53	\$0.00	\$467.10	\$0.00	\$467.10	\$0.00	\$467.10	\$0.00	\$467.10	\$0.00	\$467.10	\$0.00	\$467.10	\$3,721.23
WKLC-FM															
SPOTS	15	15	0	15	0	15	0	15	0	15	0	15	0	15	120
STN Gross	\$1,275.00	\$1,275.00	\$0.00	\$1,275.00	\$0.00	\$1,275.00	\$0.00	\$1,275.00	\$0.00	\$1,275.00	\$0.00	\$1,275.00	\$0.00	\$1,275.00	\$10,200.00
WMXE-FM															
SPOTS	15	0	15	0	15	0	15	0	15	0	15	0	15	0	105
STN Gross	\$525.00	\$0.00	\$525.00	\$0.00	\$525.00	\$0.00	\$525.00	\$0.00	\$525.00	\$0.00	\$525.00	\$0.00	\$525.00	\$0.00	\$3,675.00
WQBE-FM															
SPOTS	25	20	19	19	16	16	16	16	16	16	13	13	13	13	231
STN Gross	\$1,325.00	\$935.00	\$960.00	\$880.00	\$770.00	\$745.00	\$770.00	\$745.00	\$770.00	\$745.00	\$770.00	\$745.00	\$770.00	\$745.00	\$11,675.00
WRVZ-FM															
SPOTS	15	0	15	0	15	0	15	0	15	0	15	0	15	0	105
STN Gross	\$278.25	\$0.00	\$278.25	\$0.00	\$278.25	\$0.00	\$278.25	\$0.00	\$278.25	\$0.00	\$278.25	\$0.00	\$278.25	\$0.00	\$1,947.75
WVAF-FM															
SPOTS	15	0	15	0	15	0	15	0	15	0	15	0	15	0	105
STN Gross	\$290.55	\$0.00	\$290.55	\$0.00	\$290.55	\$0.00	\$290.55	\$0.00	\$290.55	\$0.00	\$290.55	\$0.00	\$290.55	\$0.00	\$2,033.85
Total															
SPOTS	100	50	64	49	61	46	61	46	61	46	58	43	58	43	786
STN Gross	\$4,160.90	\$2,661.53	\$2,053.80	\$2,622.10	\$1,863.80	\$2,487.10	\$1,863.80	\$2,487.10	\$1,863.80	\$2,487.10	\$1,863.80	\$2,487.10	\$1,863.80	\$2,487.10	\$33,252.83



THE MANAHAN GROUP
SERVICES FOR PUBLIC AND PRIVATE BUSINESSES

Buy Detail Report

Multi-Summary

Date: 10/06/2021

Client: WV DHHR - SOR
Media: Radio
Product: State Opioid Response
Market: Huntington-Ashland

Description: SOR_2021_Radio
Flight Start Date: 6/14/2021 05:00 AM
Flight End Date: 9/26/2021 04:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WDGG-FM	133	\$3,570.00	18%
WKEE-FM	105	\$5,250.00	27%
WKLC-FM	120	\$0.00	0%
WTCR-FM	120	\$6,000.00	31%
WWQB-FM	120	\$2,400.00	12%
WXBW-FM	148	\$2,108.00	11%

Market Total 746 \$19,328.00

Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
WDGG-FM															
SPOTS	19	0	19	0	19	0	19	0	19	0	19	0	19	0	133
STN Gross	\$510.00	\$0.00	\$510.00	\$0.00	\$510.00	\$0.00	\$510.00	\$0.00	\$510.00	\$0.00	\$510.00	\$0.00	\$510.00	\$0.00	\$3,570.00
WKEE-FM															
SPOTS	15	0	15	0	15	0	15	0	15	0	15	0	15	0	105
STN Gross	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$0.00	\$5,250.00
WKLC-FM															
SPOTS	15	15	0	15	0	15	0	15	0	15	0	15	0	15	120
STN Gross	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
WTCR-FM															
SPOTS	15	15	0	15	0	15	0	15	0	15	0	15	0	15	120
STN Gross	\$750.00	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$6,000.00
WWQB-FM															
SPOTS	15	15	0	15	0	15	0	15	0	15	0	15	0	15	120
STN Gross	\$300.00	\$300.00	\$0.00	\$300.00	\$0.00	\$300.00	\$0.00	\$300.00	\$0.00	\$300.00	\$0.00	\$300.00	\$0.00	\$300.00	\$2,400.00
WXBW-FM															
SPOTS	15	19	0	19	0	19	0	19	0	19	0	19	0	19	148
STN Gross	\$225.00	\$269.00	\$0.00	\$269.00	\$0.00	\$269.00	\$0.00	\$269.00	\$0.00	\$269.00	\$0.00	\$269.00	\$0.00	\$269.00	\$2,108.00
Total															
SPOTS	94	64	34	64	34	64	34	64	34	64	34	64	34	64	746
STN Gross	\$2,535.00	\$1,319.00	\$1,260.00	\$1,319.00	\$1,260.00	\$1,319.00	\$1,260.00	\$1,319.00	\$1,260.00	\$1,319.00	\$1,260.00	\$1,319.00	\$1,260.00	\$1,319.00	\$19,328.00



THE MANAHAN GROUP
CREATIVE - DESIGN - PRODUCTION - MEDIA BUYING

Buy Detail Report

Multi-Summary

Date: 10/06/2021

Client: WV DHHR - SOR

Media: Radio

Product: State Opioid Response

Market: Mrgntwn/Clrksbrg/Fmmt, WV

Description: SOR_2021_Radio

Flight Start Date: 6/14/2021 05:00 AM

Flight End Date: 9/26/2021 04:59 AM

Separation between Spots: 30

Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WBRB-FM			
	105	\$4,410.00	18%
WKWK-FM			
	105	\$7,875.00	33%
WKMZ-FM			
	120	\$2,880.00	12%
WVAQ-FM			
	80	\$4,800.00	20%
WWLW-FM			
	105	\$4,200.00	17%

Market Total 515 \$24,165.00

Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
WBRB-FM															
SPOTS	15	0	15	0	15	0	15	0	15	0	15	0	15	0	105
STN Gross	\$630.00	\$0.00	\$630.00	\$0.00	\$630.00	\$0.00	\$630.00	\$0.00	\$630.00	\$0.00	\$630.00	\$0.00	\$630.00	\$0.00	\$4,410.00
WKWK-FM															
SPOTS	15	0	15	0	15	0	15	0	15	0	15	0	15	0	105
STN Gross	\$1,125.00	\$0.00	\$1,125.00	\$0.00	\$1,125.00	\$0.00	\$1,125.00	\$0.00	\$1,125.00	\$0.00	\$1,125.00	\$0.00	\$1,125.00	\$0.00	\$7,875.00
WKMZ-FM															
SPOTS	15	15	0	15	0	15	0	15	0	15	0	15	0	15	120
STN Gross	\$360.00	\$360.00	\$0.00	\$360.00	\$0.00	\$360.00	\$0.00	\$360.00	\$0.00	\$360.00	\$0.00	\$360.00	\$0.00	\$360.00	\$2,880.00
WVAQ-FM															
SPOTS	10	10	0	10	0	10	0	10	0	10	0	10	0	10	80
STN Gross	\$600.00	\$600.00	\$0.00	\$600.00	\$0.00	\$600.00	\$0.00	\$600.00	\$0.00	\$600.00	\$0.00	\$600.00	\$0.00	\$600.00	\$4,800.00
WWLW-FM															
SPOTS	15	0	15	0	15	0	15	0	15	0	15	0	15	0	105
STN Gross	\$600.00	\$0.00	\$600.00	\$0.00	\$600.00	\$0.00	\$600.00	\$0.00	\$600.00	\$0.00	\$600.00	\$0.00	\$600.00	\$0.00	\$4,200.00
Total															
SPOTS	70	25	45	25	45	25	45	25	45	25	45	25	45	25	515
STN Gross	\$3,315.00	\$960.00	\$2,355.00	\$960.00	\$2,355.00	\$960.00	\$2,355.00	\$960.00	\$2,355.00	\$960.00	\$2,355.00	\$960.00	\$2,355.00	\$960.00	\$24,165.00

Buy Detail Report

Multi-Summary

Date: 10/06/2021

THE MANAHAN GROUP
NEVER SAY "I DID IT" ONE MORE TIME

Client: WV DHHR - SOR
 Media: Radio
 Product: State Opioid Response
 Market: Parkersburg-Marietta

Description: SOR_2021_Radio
 Flight Start Date: 6/14/2021 05:00 AM
 Flight End Date: 9/26/2021 04:59 AM

Separation between Spots: 30
 Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WDMX-FM	112	\$1,280.00	14%
WGGE-FM	98	\$1,204.00	13%
WHBR-FM	112	\$1,264.00	14%
WNUS-FM	112	\$1,776.00	20%
WRVB-FM	98	\$1,456.00	16%
WRZZ-FM	217	\$2,042.00	23%

Market Total 749 \$9,022.00

Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
WDMX-FM															
SPOTS	14	14	0	14	0	14	0	14	0	14	0	14	0	14	112
STN Gross	\$160.00	\$160.00	\$0.00	\$160.00	\$0.00	\$160.00	\$0.00	\$160.00	\$0.00	\$160.00	\$0.00	\$160.00	\$0.00	\$160.00	\$1,280.00
WGGE-FM															
SPOTS	14	0	14	0	14	0	14	0	14	0	14	0	14	0	98
STN Gross	\$172.00	\$0.00	\$172.00	\$0.00	\$172.00	\$0.00	\$172.00	\$0.00	\$172.00	\$0.00	\$172.00	\$0.00	\$172.00	\$0.00	\$1,204.00
WHBR-FM															
SPOTS	14	14	0	14	0	14	0	14	0	14	0	14	0	14	112
STN Gross	\$158.00	\$158.00	\$0.00	\$158.00	\$0.00	\$158.00	\$0.00	\$158.00	\$0.00	\$158.00	\$0.00	\$158.00	\$0.00	\$158.00	\$1,264.00
WNUS-FM															
SPOTS	14	14	0	14	0	14	0	14	0	14	0	14	0	14	112
STN Gross	\$222.00	\$222.00	\$0.00	\$222.00	\$0.00	\$222.00	\$0.00	\$222.00	\$0.00	\$222.00	\$0.00	\$222.00	\$0.00	\$222.00	\$1,776.00
WRVB-FM															
SPOTS	14	0	14	0	14	0	14	0	14	0	14	0	14	0	98
STN Gross	\$208.00	\$0.00	\$208.00	\$0.00	\$208.00	\$0.00	\$208.00	\$0.00	\$208.00	\$0.00	\$208.00	\$0.00	\$208.00	\$0.00	\$1,456.00
WRZZ-FM															
SPOTS	29	14	15	14	15	14	15	14	15	14	15	14	15	14	217
STN Gross	\$274.00	\$124.00	\$150.00	\$124.00	\$150.00	\$124.00	\$150.00	\$124.00	\$150.00	\$124.00	\$150.00	\$124.00	\$150.00	\$124.00	\$2,042.00
Total															
SPOTS	99	56	43	56	43	56	43	56	43	56	43	56	43	56	749
STN Gross	\$1,194.00	\$664.00	\$530.00	\$664.00	\$530.00	\$664.00	\$530.00	\$664.00	\$530.00	\$664.00	\$530.00	\$664.00	\$530.00	\$664.00	\$9,022.00

Buy Detail Report

Multi-Summary

Date: 10/06/2021



THE MANAHAN GROUP
CORPORATION 300 S. BROADWAY, 10TH FLOOR
NEW YORK, NY 10038

Client: WV DHHR - SOR

Media: Radio

Product: State Opioid Response

Market: Wheeling

Description: SOR_2021_Radio

Flight Start Date: 6/14/2021 05:00 AM

Flight End Date: 9/26/2021 04:59 AM

Separation between Spots: 30

Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WEGW-FM	112	\$2,835.00	23%
WKWK-FM	120	\$2,640.00	21%
WOVK-FM	168	\$4,858.00	39%
WVKF-FM	80	\$2,080.00	17%

Market Total 480 \$12,413.00

Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
WEGW-FM															
SPOTS	16	0	16	0	16	0	16	0	16	0	16	0	16	0	112
STN Gross	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$2,835.00
WKWK-FM															
SPOTS	15	15	0	15	0	15	0	15	0	15	0	15	0	15	120
STN Gross	\$330.00	\$330.00	\$0.00	\$330.00	\$0.00	\$330.00	\$0.00	\$330.00	\$0.00	\$330.00	\$0.00	\$330.00	\$0.00	\$330.00	\$2,640.00
WOVK-FM															
SPOTS	21	21	0	21	0	21	0	21	0	21	0	21	0	21	168
STN Gross	\$609.00	\$609.00	\$0.00	\$609.00	\$0.00	\$609.00	\$0.00	\$595.00	\$0.00	\$609.00	\$0.00	\$609.00	\$0.00	\$609.00	\$4,858.00
WVKF-FM															
SPOTS	10	10	0	10	0	10	0	10	0	10	0	10	0	10	80
STN Gross	\$260.00	\$260.00	\$0.00	\$260.00	\$0.00	\$260.00	\$0.00	\$260.00	\$0.00	\$260.00	\$0.00	\$260.00	\$0.00	\$260.00	\$2,080.00
Total															
SPOTS	62	46	16	46	16	46	16	46	16	46	16	46	16	46	480
STN Gross	\$1,604.00	\$1,199.00	\$405.00	\$1,199.00	\$405.00	\$1,199.00	\$405.00	\$1,185.00	\$405.00	\$1,199.00	\$405.00	\$1,199.00	\$405.00	\$1,199.00	\$12,413.00



THE MANAHAN GROUP
A REPORTING SERVICE FOR THE ADVERTISING INDUSTRY

CRFP: HHR2200000001 - Advertising Services

Buy Detail Report Multi-Summary

Date: 10/06/2021

Client: WV DHHR - SOR
Media: Radio
Product: State Opioid Response
Market: Winchester, VA

Description: SOR_2021_Radio
Flight Start Date: 6/14/2021 05:00 AM
Flight End Date: 9/26/2021 04:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WEPM/WCST-AM			
	105	\$1,890.00	22%
WICL-FM			
	120	\$3,000.00	35%
WLTF-FM			
	105	\$3,780.00	44%

Market Total 330 \$8,670.00

Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
WEPM/WCST-AM															
SPOTS	15	0	15	0	15	0	15	0	15	0	15	0	15	0	105
STN Gross	\$270.00	\$0.00	\$270.00	\$0.00	\$270.00	\$0.00	\$270.00	\$0.00	\$270.00	\$0.00	\$270.00	\$0.00	\$270.00	\$0.00	\$1,890.00
WICL-FM															
SPOTS	15	15	0	15	0	15	0	15	0	15	0	15	0	15	120
STN Gross	\$375.00	\$375.00	\$0.00	\$375.00	\$0.00	\$375.00	\$0.00	\$375.00	\$0.00	\$375.00	\$0.00	\$375.00	\$0.00	\$375.00	\$3,000.00
WLTF-FM															
SPOTS	15	0	15	0	15	0	15	0	15	0	15	0	15	0	105
STN Gross	\$540.00	\$0.00	\$540.00	\$0.00	\$540.00	\$0.00	\$540.00	\$0.00	\$540.00	\$0.00	\$540.00	\$0.00	\$540.00	\$0.00	\$3,780.00
Total															
SPOTS	45	15	30	15	30	15	30	15	30	15	30	15	30	15	330
STN Gross	\$1,185.00	\$375.00	\$810.00	\$375.00	\$810.00	\$375.00	\$810.00	\$375.00	\$810.00	\$375.00	\$810.00	\$375.00	\$810.00	\$375.00	\$8,670.00

Buy Detail Report

Multi-Summary

Date: 10/06/2021

THE MANAHAN GROUP
P.O. BOX 10000, COLUMBIA, MO 65208-0000

Client: WV DHHR - SOR

Media: TV

Product: State Opioid Response

Market: Bluefield WV-VA

Description: SOR_2021_TV

Flight Start Date: 6/14/2021 03:00 AM

Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30

Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
EVVA-TV	81	\$1,245.00	1%
WOAY-TV	374	\$11,075.00	13%
WVNS-TV	645	\$37,105.00	44%
WVVA-TV	264	\$35,545.00	42%
Market Total	1364	\$84,970.00	

Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
EVVA-TV															
SPOTS	2	6	7	6	7	6	7	6	4	6	7	4	7	6	81
STN Gross	\$20.00	\$90.00	\$115.00	\$90.00	\$115.00	\$90.00	\$115.00	\$90.00	\$40.00	\$90.00	\$115.00	\$70.00	\$115.00	\$90.00	\$1,245.00
WOAY-TV															
SPOTS	34	30	26	28	26	27	22	25	26	28	26	25	26	25	374
STN Gross	\$1,040.00	\$770.00	\$850.00	\$725.00	\$850.00	\$875.00	\$575.00	\$665.00	\$850.00	\$725.00	\$985.00	\$590.00	\$985.00	\$590.00	\$11,075.00
WVNS-TV															
SPOTS	75	43	41	45	44	45	41	45	41	47	43	47	42	46	645
STN Gross	\$4,440.00	\$2,265.00	\$2,300.00	\$2,610.00	\$2,355.00	\$2,665.00	\$2,370.00	\$2,695.00	\$2,280.00	\$2,765.00	\$2,450.00	\$2,765.00	\$2,435.00	\$2,710.00	\$37,105.00
WVVA-TV															
SPOTS	38	20	17	18	20	14	14	17	19	15	17	17	18	20	264
STN Gross	\$5,530.00	\$2,370.00	\$1,695.00	\$2,300.00	\$3,055.00	\$2,465.00	\$2,465.00	\$2,145.00	\$2,345.00	\$1,785.00	\$2,165.00	\$2,385.00	\$2,295.00	\$2,545.00	\$35,545.00
Total															
SPOTS	149	99	91	97	97	92	84	93	90	96	93	93	93	97	1364
STN Gross	\$11,030.00	\$5,495.00	\$4,960.00	\$5,725.00	\$6,375.00	\$6,095.00	\$5,525.00	\$5,595.00	\$5,515.00	\$5,365.00	\$5,715.00	\$5,810.00	\$5,830.00	\$5,935.00	\$84,970.00



THE MANAHAN GROUP
TELEVISION • RADIO • PRINT • MULTIMEDIA

CRFP: HHR2200000001 - Advertising Services

Buy Detail Report

Multi-Summary

Date: 10/06/2021

Client: WV DHHR - SOR
Media: TV
Product: State Opioid Response
Market: Charleston, WV

Description: SOR_2021_TV
Flight Start Date: 6/14/2021 03:00 AM
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
DCHS-TV	197	\$14,465.00	6%
WCHS-TV	365	\$48,760.00	20%
WOWK-TV	831	\$40,680.00	16%
WQCW-TV	191	\$8,755.00	4%
WSAZ-S2	419	\$134,755.00	54%

Market Total 2003 \$247,415.00

Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
DCHS-TV															
SPOTS	20	14	14	14	14	13	13	13	15	13	13	14	13	14	197
STN Gross	\$1,300.00	\$1,045.00	\$1,045.00	\$1,045.00	\$1,055.00	\$1,005.00	\$970.00	\$870.00	\$1,220.00	\$1,015.00	\$870.00	\$1,045.00	\$935.00	\$1,045.00	\$14,465.00
WCHS-TV															
SPOTS	42	25	19	29	23	25	26	27	23	27	23	27	23	26	365
STN Gross	\$6,325.00	\$4,055.00	\$2,640.00	\$4,215.00	\$2,910.00	\$3,160.00	\$3,210.00	\$3,210.00	\$2,910.00	\$3,510.00	\$2,910.00	\$3,510.00	\$2,910.00	\$3,285.00	\$48,760.00
WOWK-TV															
SPOTS	82	70	58	57	57	56	54	56	58	57	55	54	58	59	831
STN Gross	\$4,230.00	\$3,565.00	\$2,885.00	\$3,050.00	\$2,485.00	\$2,710.00	\$2,085.00	\$2,985.00	\$2,585.00	\$3,060.00	\$2,405.00	\$2,935.00	\$2,535.00	\$3,165.00	\$40,680.00
WQCW-TV															
SPOTS	22	16	14	14	11	13	10	14	11	14	12	13	12	15	191
STN Gross	\$1,055.00	\$680.00	\$650.00	\$620.00	\$520.00	\$600.00	\$500.00	\$620.00	\$535.00	\$620.00	\$555.00	\$600.00	\$555.00	\$645.00	\$8,755.00
WSAZ-S2															
SPOTS	48	27	30	28	28	18	21	34	37	27	30	30	32	29	419
STN Gross	\$13,835.00	\$8,155.00	\$9,830.00	\$8,855.00	\$9,030.00	\$6,350.00	\$7,950.00	\$9,235.00	\$11,110.00	\$8,155.00	\$9,525.00	\$11,275.00	\$11,275.00	\$10,175.00	\$134,755.00
Total															
SPOTS	214	152	135	142	133	125	124	144	144	138	133	138	138	143	2003
STN Gross	\$26,745.00	\$17,500.00	\$17,050.00	\$17,785.00	\$16,000.00	\$13,825.00	\$14,715.00	\$16,920.00	\$18,360.00	\$16,360.00	\$16,265.00	\$19,365.00	\$18,210.00	\$18,315.00	\$247,415.00



Buy Detail Report

Multi-Summary

Date: 10/06/2021



THE MANAHAN GROUP
ADVERTISING • TELEVISION • RADIO • PRINT • DIGITAL • VIDEO

Client: WV DHHR - SOR
Media: TV
Product: State Opioid Response
Market: Parkersburg-Marietta

Description: SOR_2021_TV
Flight Start Date: 6/14/2021 03:00 AM
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WIYE-TV	91	\$15,740.00	19%
WOVA-TV	100	\$4,330.00	5%
WTAP-TV	390	\$63,330.00	76%
Market Total	581	\$83,400.00	

Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
WIYE-TV															
SPOTS	8	9	5	7	7	7	5	7	6	6	6	5	7	6	91
STN Gross	\$1,390.00	\$1,410.00	\$1,070.00	\$1,260.00	\$1,320.00	\$1,050.00	\$1,010.00	\$1,050.00	\$1,030.00	\$1,030.00	\$1,030.00	\$1,010.00	\$1,050.00	\$1,030.00	\$15,740.00
WOVA-TV															
SPOTS	9	7	7	7	7	7	7	7	7	7	4	8	8	8	100
STN Gross	\$365.00	\$305.00	\$305.00	\$305.00	\$305.00	\$305.00	\$305.00	\$305.00	\$305.00	\$305.00	\$145.00	\$405.00	\$335.00	\$335.00	\$4,330.00
WTAP-TV															
SPOTS	44	27	28	25	26	21	22	33	29	27	27	27	28	26	390
STN Gross	\$7,330.00	\$4,300.00	\$4,560.00	\$4,180.00	\$4,280.00	\$3,860.00	\$3,805.00	\$4,855.00	\$4,460.00	\$4,335.00	\$4,255.00	\$4,355.00	\$4,515.00	\$4,240.00	\$63,330.00
Total															
SPOTS	61	43	40	39	40	35	34	47	42	40	37	40	43	40	581
STN Gross	\$9,085.00	\$6,015.00	\$5,935.00	\$5,745.00	\$5,905.00	\$5,215.00	\$5,120.00	\$6,210.00	\$5,795.00	\$5,670.00	\$5,430.00	\$5,770.00	\$5,900.00	\$5,605.00	\$83,400.00



Buy Detail Report

Multi-Summary

Date: 10/06/2021

Client: WV DHHR - SOR
Media: TV
Product: State Opioid Response
Market: Washington, DC

Description: SOR_2021_TV
Flight Start Date: 6/14/2021 03:00 AM
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WDVM-TV	613	\$29,400.00	100%

Market Total 613 \$29,400.00

Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
WDVM-TV															
SPOTS	44	49	45	46	43	48	43	43	42	42	42	42	42	42	613
STN Gross	\$2,190.00	\$2,225.00	\$2,205.00	\$2,180.00	\$2,090.00	\$2,210.00	\$2,090.00	\$2,135.00	\$1,990.00	\$2,035.00	\$1,990.00	\$2,035.00	\$1,990.00	\$2,035.00	\$29,400.00
Total															
SPOTS	44	49	45	46	43	48	43	43	42	42	42	42	42	42	613
STN Gross	\$2,190.00	\$2,225.00	\$2,205.00	\$2,180.00	\$2,090.00	\$2,210.00	\$2,090.00	\$2,135.00	\$1,990.00	\$2,035.00	\$1,990.00	\$2,035.00	\$1,990.00	\$2,035.00	\$29,400.00



THE MANAHAN GROUP
SUPPORT • GROW • ENGAGE • PROTECT • BUILD • WIN

Buy Detail Report

Multi-Summary

Date: 10/06/2021

Client: WV DHHR - SOR
Media: TV
Product: State Opioid Response
Market: Wheeling

Description: SOR_2021_TV
Flight Start Date: 6/14/2021 03:00 AM
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
ETOV-TV	452	\$9,200.00	10%
GTRF-TV	413	\$9,644.00	10%
WTOV-TV	542	\$59,696.00	62%
WTRF-TV	304	\$17,310.00	18%
Market Total	1711	\$95,850.00	

Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
ETOV-TV															
SPOTS	36	37	28	27	25	27	32	31	34	35	32	37	38	33	452
STN Gross	\$790.00	\$755.00	\$590.00	\$575.00	\$565.00	\$580.00	\$605.00	\$570.00	\$1,055.00	\$600.00	\$570.00	\$690.00	\$670.00	\$585.00	\$9,200.00
GTRF-TV															
SPOTS	44	32	25	26	29	33	28	28	28	28	27	30	27	28	413
STN Gross	\$1,206.00	\$668.00	\$377.00	\$517.00	\$653.00	\$1,047.00	\$647.00	\$647.00	\$647.00	\$647.00	\$512.00	\$857.00	\$572.00	\$647.00	\$9,644.00
WTOV-TV															
SPOTS	50	42	38	36	28	16	25	55	48	45	40	38	41	40	542
STN Gross	\$5,955.00	\$4,655.00	\$4,430.00	\$4,145.00	\$3,665.00	\$2,075.00	\$2,930.00	\$5,781.00	\$5,205.00	\$4,550.00	\$3,995.00	\$4,320.00	\$3,820.00	\$4,170.00	\$59,696.00
WTRF-TV															
SPOTS	33	21	19	23	22	22	20	21	20	21	20	21	20	21	304
STN Gross	\$1,761.00	\$1,273.00	\$1,093.00	\$1,443.00	\$1,213.00	\$1,303.00	\$1,033.00	\$1,273.00	\$1,033.00	\$1,273.00	\$1,033.00	\$1,273.00	\$1,033.00	\$1,273.00	\$17,310.00
Total															
SPOTS	163	132	110	112	104	98	105	135	130	129	119	126	126	122	1711
STN Gross	\$9,712.00	\$7,351.00	\$6,490.00	\$6,680.00	\$6,096.00	\$5,005.00	\$5,215.00	\$8,271.00	\$7,940.00	\$7,070.00	\$6,110.00	\$7,140.00	\$6,095.00	\$6,675.00	\$95,850.00

WV Lottery Q2 2021 General
4/12/21 - 6/27/21

Market	Station	# Spots	Gross	Net	1%	Client
Beckley/ Bluefield	WVNS	38	\$ 1,310.00	\$ 1,113.50	\$ 11.14	\$ 1,124.64
	EVNS	28	\$ 915.00	\$ 777.75	\$ 7.78	\$ 785.53
	EWVA	10	\$ 250.00	\$ 212.50	\$ 2.13	\$ 214.63
	WVVA	99	\$ 12,595.00	\$ 10,705.75	\$ 107.06	\$ 10,812.81
	WOAY	160	\$ 7,245.00	\$ 6,158.25	\$ 61.58	\$ 6,219.83
Charleston/ Huntington	WSAZ	80	\$ 39,325.00	\$ 33,426.25	\$ 334.26	\$ 33,760.51
	WCHS	37	\$ 5,450.00	\$ 4,632.50	\$ 46.33	\$ 4,678.83
	DCHS	12	\$ 1,150.00	\$ 977.50	\$ 9.78	\$ 987.28
Clarksburg	WDTV	181	\$ 15,965.00	\$ 13,570.25	\$ 135.70	\$ 13,705.95
	WBOY	47	\$ 11,305.00	\$ 9,609.25	\$ 96.09	\$ 9,705.34
	WVFX	73	\$ 1,892.00	\$ 1,608.20	\$ 16.08	\$ 1,624.28
	EBOY	44	\$ 1,650.00	\$ 1,402.50	\$ 14.03	\$ 1,416.53
Parkersburg	WTAP	68	\$ 9,430.00	\$ 8,015.50	\$ 80.16	\$ 8,095.66
	WIYE	22	\$ 2,140.00	\$ 1,819.00	\$ 18.19	\$ 1,837.19
Wheeling	ETOV	50	\$ 2,570.00	\$ 2,184.50	\$ 21.85	\$ 2,206.35
	WTRF	235	\$ 6,519.00	\$ 5,541.15	\$ 55.41	\$ 5,596.56
	WTOV	57	\$ 4,145.00	\$ 3,523.25	\$ 35.23	\$ 3,558.48

1241 \$ 123,856.00 \$ 105,277.60 \$ 1,052.78 \$ 106,330.38

Adult 18+	Women 25-54	CTV Budget	Digital Budget
84.6	50.8	18%	\$ 4,504.22
9	51.6	37%	\$ 9,269.84
9	44.6	25%	\$ 6,219.32
88.2	25.6	9%	\$ 2,335.37
79.2	38.4	11%	\$ 2,671.25
90	42.2	\$ 19,722.40	\$ 25,000.00

Buy Detail Report

Multi-Summary

Date: 10/06/2021



Client: WV Lottery
Media: TV
Product: Draw
Market: Bluefield WV-VA

Description: WVL_JPA_June21
Flight Start Date: 5/31/2021 03:00 AM
Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WOAY-TV	3	\$124.00	51%
WVVA-TV	3	\$120.25	49%
Market Total	6	\$244.25	

Summary By Station/Week

Station	5/31	Total
WOAY-TV		
SPOTS	3	3
STN Gross	\$124.00	\$124.00
WVVA-TV		
SPOTS	3	3
STN Gross	\$120.25	\$120.25
Total		
SPOTS	6	6
STN Gross	\$244.25	\$244.25



Buy Detail Report

Multi-Summary

Date: 10/06/2021

Client: WV Lottery

Media: TV

Product: Draw

Market: Charleston, WV

Description: WVL_JPA_June21

Flight Start Date: 5/31/2021 03:00 AM

Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30

Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
---------	-------------	-----------	-----

WSAZ-S2

5	\$1,440.00	100%
---	------------	------

Market Total

5	\$1,440.00
---	------------

Summary By Station/Week

Station	5/31	Total
WSAZ-S2		
SPOTS	5	5
STN Gross	\$1,440.00	\$1,440.00
Total		
SPOTS	5	5
STN Gross	\$1,440.00	\$1,440.00

Buy Detail Report

Multi-Summary

Date: 10/06/2021



Client: WV Lottery

Media: TV

Product: Draw

Market: Clarksburg

Description: WVL_JPA_June21

Flight Start Date: 5/31/2021 03:00 AM

Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30

Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
---------	-------------	-----------	-----

WDTV-TV

	3	\$183.00	100%
--	---	----------	------

Market Total

	3	\$183.00	
--	---	----------	--

Summary By Station/Week

Station	5/31	Total
WDTV-TV		
SPOTS	3	3
STN Gross	\$183.00	\$183.00
Total		
SPOTS	3	3
STN Gross	\$183.00	\$183.00



Buy Detail Report

Multi-Summary

Date: 10/06/2021

Client: WV Lottery
 Media: TV
 Product: Draw
 Market: Wheeling

Description: WV_L_JPA_June21
 Flight Start Date: 5/31/2021 03:00 AM
 Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30

Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
ETOV-TV	3	\$87.00	100%

Market Total	3	\$87.00
--------------	---	---------

Summary By Station/Week

Station	5/31	Total
ETOV-TV		
SPOTS	3	3
STN Gross	\$87.00	\$87.00
Total		
SPOTS	3	3
STN Gross	\$87.00	\$87.00



Buy Detail Report

Multi-Summary

Date: 10/06/2021

Client: WV Lottery
 Media: TV
 Product: Draw
 Market: Bluefield WV-VA

Description: WVL_JPA_May21
 Flight Start Date: 4/26/2021 03:00 AM
 Flight End Date: 5/30/2021 02:59 AM

Separation between Spots: 30
 Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WOAY-TV	29	\$1,212.00	51%
WVVA-TV	29	\$1,153.75	49%
Market Total	58	\$2,365.75	

Summary By Station/Week

Station	4/26	5/3	5/10	5/17	5/24	Total
WOAY-TV						
SPOTS	5	5	5	8	6	29
STN Gross	\$210.00	\$210.00	\$210.00	\$334.00	\$248.00	\$1,212.00
WVVA-TV						
SPOTS	5	5	5	8	6	29
STN Gross	\$198.25	\$198.25	\$198.25	\$318.50	\$240.50	\$1,153.75
Total						
SPOTS	10	10	10	16	12	58
STN Gross	\$408.25	\$408.25	\$408.25	\$652.50	\$488.50	\$2,365.75



Buy Detail Report

Multi-Summary

Date: 10/06/2021

Client: WV Lottery

Media: TV

Product: Draw

Market: Charleston, WV

Description: WVL_JPA_May21

Flight Start Date: 4/26/2021 03:00 AM

Flight End Date: 5/30/2021 02:59 AM

Separation between Spots: 30

Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WSAZ-S2	29	\$7,195.00	100%

Market Total	29	\$7,195.00
--------------	----	------------

Summary By Station/Week

Station	4/26	5/3	5/10	5/17	5/24	Total
WSAZ-S2						
SPOTS	5	5	5	8	6	29
STN Gross	\$1,210.00	\$1,210.00	\$1,210.00	\$1,995.00	\$1,570.00	\$7,195.00
Total						
SPOTS	5	5	5	8	6	29
STN Gross	\$1,210.00	\$1,210.00	\$1,210.00	\$1,995.00	\$1,570.00	\$7,195.00



Buy Detail Report

Multi-Summary

Date: 10/06/2021

Client: WV Lottery
Media: TV
Product: Draw
Market: Clarksburg

Description: WVL_JPA_May21
Flight Start Date: 4/26/2021 03:00 AM
Flight End Date: 5/30/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WDTV-TV	29	\$1,689.00	100%
Market Total	29	\$1,689.00	

Summary By Station/Week

Station	4/26	5/3	5/10	5/17	5/24	Total
WDTV-TV						
SPOTS	5	5	5	8	6	29
STN Gross	\$285.00	\$285.00	\$285.00	\$468.00	\$366.00	\$1,689.00
Total						
SPOTS	5	5	5	8	6	29
STN Gross	\$285.00	\$285.00	\$285.00	\$468.00	\$366.00	\$1,689.00



CRFP: HHR2200000001 - Advertising Services

Buy Detail Report

Multi-Summary

Date: 10/06/2021

Client: WV Lottery
Media: TV
Product: Draw
Market: Wheeling

Description: WVL_JPA_May21
Flight Start Date: 4/26/2021 03:00 AM
Flight End Date: 5/30/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
---------	-------------	-----------	-----

ETOV-TV

29	\$737.00	100%
----	----------	------

Market Total	29	\$737.00
---------------------	----	----------

Summary By Station/Week

Station	4/26	5/3	5/10	5/17	5/24	Total
ETOV-TV						
SPOTS	5	5	5	8	6	29
STN Gross	\$119.00	\$119.00	\$119.00	\$206.00	\$174.00	\$737.00
Total						
SPOTS	5	5	5	8	6	29
STN Gross	\$119.00	\$119.00	\$119.00	\$206.00	\$174.00	\$737.00

Buy Detail Report

Multi-Summary

Date: 10/06/2021



Client: WV Lottery
Media: Digital Video
Product: Draw
Market: Bluefield WV-VA

Description: WVL_Q2_2021_CTV
Flight Start Date: 4/12/2021 03:00 AM
Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
---------	-------------	-----------	-----

SFBL-DV	11	\$4,173.51	100%
---------	----	------------	------

Market Total	11	\$4,173.51	
---------------------	----	------------	--

Summary By Station/Week

Station	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
SFBL-DV												
SPOTS	1	1	1	1	1	1	1	1	1	1	1	11
STN Gross	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$4,173.51
Total												
SPOTS	1	1	1	1	1	1	1	1	1	1	1	11
STN Gross	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$4,173.51

Buy Detail Report

Multi-Summary

Date: 10/06/2021



Client: WV Lottery
Media: Digital Video
Product: Draw
Market: Charleston, WV

Description: WV_L_Q2_2021_CTV
Flight Start Date: 4/12/2021 03:00 AM
Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
SFCU-DV	11	\$8,587.81	100%

Market Total 11 \$8,587.81

Summary By Station/Week

Station	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
SFCU-DV												
SPOTS	1	1	1	1	1	1	1	1	1	1	1	11
STN Gross	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$8,587.81
Total												
SPOTS	1	1	1	1	1	1	1	1	1	1	1	11
STN Gross	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$8,587.81

Buy Detail Report

Multi-Summary

Date: 10/06/2021



Client: WV Lottery
Media: Digital Video
Product: Draw
Market: Clarksburg

Description: WVL_Q2_2021_CTV
Flight Start Date: 4/12/2021 03:00 AM
Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
SFCL-DV	11	\$5,761.36	100%

Market Total 11 \$5,761.36

Summary By Station/Week

Station	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
SFCL-DV												
SPOTS	1	1	1	1	1	1	1	1	1	1	1	11
STN Gross	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$5,761.36
Total												
SPOTS	1	1	1	1	1	1	1	1	1	1	1	11
STN Gross	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$5,761.36

**Buy Detail Report**
Multi-Summary

Date: 10/06/2021

Client: WV Lottery
Media: Digital Video
Product: Draw
Market: Parkersburg-Marietta

Description: WVL_Q2_2021_CTV
Flight Start Date: 4/12/2021 03:00 AM
Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
---------	-------------	-----------	-----

SFPK-DV

11	\$2,174.15	100%
----	------------	------

Market Total	11	\$2,174.15
---------------------	----	------------

Summary By Station/Week

Station	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
SFPK-DV												
SPOTS	1	1	1	1	1	1	1	1	1	1	1	11
STN Gross	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$2,174.15
Total												
SPOTS	1	1	1	1	1	1	1	1	1	1	1	11
STN Gross	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$2,174.15

Buy Detail Report

Multi-Summary

Date: 10/06/2021



Client: WV Lottery
Media: Digital Video
Product: Draw
Market: Wheeling

Description: WV_L_Q2_2021_CTV
Flight Start Date: 4/12/2021 03:00 AM
Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
SFWH-DV	11	\$2,469.17	100%

Market Total	11	\$2,469.17
---------------------	----	------------

Summary By Station/Week

Station	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
SFWH-DV												
SPOTS	1	1	1	1	1	1	1	1	1	1	1	11
STN Gross	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$2,469.17
Total												
SPOTS	1	1	1	1	1	1	1	1	1	1	1	11
STN Gross	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$2,469.17



Buy Detail Report

Multi-Summary

Date: 10/06/2021

Client: WV Lottery

Media: TV

Product: Draw

Market: Bluefield WV-VA

Description: WVL_JPA_Apr21

Flight Start Date: 3/29/2021 03:00 AM

Flight End Date: 4/25/2021 02:59 AM

Separation between Spots: 30

Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WOAY-TV	10	\$420.00	54%
WVVA-TV	9	\$354.25	46%
Market Total	19	\$774.25	

Summary By Station/Week

Station	4/12	4/19	Total
WOAY-TV			
SPOTS	5	5	10
STN Gross	\$210.00	\$210.00	\$420.00
WVVA-TV			
SPOTS	4	5	9
STN Gross	\$156.00	\$198.25	\$354.25
Total			
SPOTS	9	10	19
STN Gross	\$366.00	\$408.25	\$774.25

Buy Detail Report

Multi-Summary

Date: 10/06/2021



Client: WV Lottery
 Media: TV
 Product: Draw
 Market: Charleston, WV

Description: WVL_JPA_Apr21
 Flight Start Date: 3/29/2021 03:00 AM
 Flight End Date: 4/25/2021 02:59 AM

Separation between Spots: 30
 Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
---------	-------------	-----------	-----

WSAZ-S2	10	\$2,420.00	100%
---------	----	------------	------

Market Total	10	\$2,420.00	
--------------	----	------------	--

Summary By Station/Week

Station	4/12	4/19	Total
WSAZ-S2			
SPOTS	5	5	10
STN Gross	\$1,210.00	\$1,210.00	\$2,420.00
Total			
SPOTS	5	5	10
STN Gross	\$1,210.00	\$1,210.00	\$2,420.00

Buy Detail Report

Multi-Summary

Date: 10/06/2021



Client: WV Lottery
 Media: TV
 Product: Draw
 Market: Clarksburg

Description: WVL_JPA_Apr21
 Flight Start Date: 3/29/2021 03:00 AM
 Flight End Date: 4/25/2021 02:59 AM

Separation between Spots: 30

Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WDTV-TV	10	\$570.00	100%

Market Total 10 \$570.00

Summary By Station/Week

Station	4/12	4/19	Total
WDTV-TV			
SPOTS	5	5	10
STN Gross	\$285.00	\$285.00	\$570.00
Total			
SPOTS	5	5	10
STN Gross	\$285.00	\$285.00	\$570.00

Buy Detail Report

Multi-Summary

Date: 10/06/2021



Client: WV Lottery
Media: TV
Product: Draw
Market: Wheeling

Description: WV_L_JPA_Apr21
Flight Start Date: 3/29/2021 03:00 AM
Flight End Date: 4/25/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
ETOV-TV	10	\$238.00	100%

Market Total	10	\$238.00	
---------------------	----	----------	--

Summary By Station/Week

Station	4/12	4/19	Total
ETOV-TV			
SPOTS	5	5	10
STN Gross	\$119.00	\$119.00	\$238.00
Total			
SPOTS	5	5	10
STN Gross	\$119.00	\$119.00	\$238.00

Buy Detail Report

Multi-Summary

Date: 10/06/2021



Client: WV Lottery

Media: TV

Product: Instant

Market: Bluefield WV-VA

Description: WVL_Q2_21_TV

Flight Start Date: 4/12/2021 03:00 AM

Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30

Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
EVNS-TV	28	\$915.00	4%
EVVA-TV	10	\$250.00	1%
WOAY-TV	160	\$7,245.00	32%
WVNS-TV	38	\$1,310.00	6%
WVVA-TV	99	\$12,595.00	56%

Market Total 335 \$22,315.00

Summary By Station/Week

Station	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
EVNS-TV												
SPOTS	2	2	2	2	2	3	3	3	3	3	3	28
STN Gross	\$90.00	\$45.00	\$90.00	\$45.00	\$90.00	\$70.00	\$115.00	\$70.00	\$115.00	\$70.00	\$115.00	\$915.00
EVVA-TV												
SPOTS	0	2	0	2	0	2	0	2	0	2	0	10
STN Gross	\$0.00	\$50.00	\$0.00	\$50.00	\$0.00	\$50.00	\$0.00	\$50.00	\$0.00	\$50.00	\$0.00	\$250.00
WOAY-TV												
SPOTS	14	17	12	17	13	16	13	15	14	16	13	160
STN Gross	\$870.00	\$945.00	\$520.00	\$695.00	\$570.00	\$645.00	\$570.00	\$585.00	\$630.00	\$645.00	\$570.00	\$7,245.00
WVNS-TV												
SPOTS	3	3	4	4	3	3	4	4	3	3	4	38
STN Gross	\$110.00	\$80.00	\$160.00	\$130.00	\$110.00	\$80.00	\$160.00	\$130.00	\$110.00	\$80.00	\$160.00	\$1,310.00
WVVA-TV												
SPOTS	8	10	8	10	8	10	9	11	6	9	10	99
STN Gross	\$1,070.00	\$1,220.00	\$1,070.00	\$1,220.00	\$1,070.00	\$1,220.00	\$1,145.00	\$1,270.00	\$910.00	\$1,170.00	\$1,230.00	\$12,595.00
Total												
SPOTS	27	34	26	35	26	34	29	35	26	33	30	335
STN Gross	\$2,140.00	\$2,340.00	\$1,840.00	\$2,140.00	\$1,840.00	\$2,065.00	\$1,990.00	\$2,105.00	\$1,765.00	\$2,015.00	\$2,075.00	\$22,315.00

Buy Detail Report

Multi-Summary

Date: 10/06/2021



Client: WV Lottery
 Media: TV
 Product: Instant
 Market: Charleston, WV

Description: WVL_Q2_21_TV
 Flight Start Date: 4/12/2021 03:00 AM
 Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30
 Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
DCHS-TV	12	\$1,150.00	3%
WCHS-TV	37	\$5,450.00	12%
WSAZ-TV	80	\$39,325.00	86%

Market Total 129 \$45,925.00

Summary By Station/Week

Station	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
DCHS-TV												
SPOTS	1	3	0	2	0	2	0	2	0	2	0	12
STN Gross	\$325.00	\$425.00	\$0.00	\$100.00	\$0.00	\$100.00	\$0.00	\$100.00	\$0.00	\$100.00	\$0.00	\$1,150.00
WCHS-TV												
SPOTS	3	4	6	3	3	3	3	3	3	3	3	37
STN Gross	\$350.00	\$1,130.00	\$1,250.00	\$330.00	\$350.00	\$330.00	\$350.00	\$330.00	\$350.00	\$330.00	\$350.00	\$5,450.00
WSAZ-TV												
SPOTS	8	5	8	6	9	5	7	7	9	8	8	80
STN Gross	\$3,150.00	\$2,325.00	\$5,450.00	\$2,525.00	\$5,150.00	\$2,325.00	\$2,950.00	\$4,625.00	\$4,150.00	\$3,425.00	\$3,250.00	\$39,325.00
Total												
SPOTS	12	12	14	11	12	10	10	12	12	13	11	129
STN Gross	\$3,825.00	\$3,880.00	\$6,700.00	\$2,955.00	\$5,500.00	\$2,755.00	\$3,300.00	\$5,055.00	\$4,500.00	\$3,855.00	\$3,600.00	\$45,925.00



Buy Detail Report

Multi-Summary

Date: 10/06/2021

Client: WV Lottery
Media: TV
Product: Instant
Market: Clarksburg

Description: WVL_Q2_21_TV
Flight Start Date: 4/12/2021 03:00 AM
Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
EBOY-TV			
	44	\$1,650.00	5%
WBOY-TV			
	47	\$11,305.00	37%
WDTV-TV			
	181	\$15,965.00	52%
WVFX-TV			
	73	\$1,892.00	6%

Market Total 345 \$30,812.00

Summary By Station/Week

Station	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
EBOY-TV												
SPOTS	4	4	4	4	4	4	4	4	4	4	4	44
STN Gross	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$1,650.00
WBOY-TV												
SPOTS	5	4	3	3	6	2	5	4	4	5	6	47
STN Gross	\$1,055.00	\$1,200.00	\$605.00	\$525.00	\$1,730.00	\$175.00	\$1,055.00	\$1,200.00	\$905.00	\$1,125.00	\$1,730.00	\$11,305.00
WDTV-TV												
SPOTS	19	16	16	15	18	13	18	17	15	15	19	181
STN Gross	\$1,650.00	\$1,450.00	\$1,345.00	\$1,385.00	\$1,570.00	\$1,140.00	\$1,590.00	\$1,535.00	\$1,260.00	\$1,385.00	\$1,655.00	\$15,965.00
WVFX-TV												
SPOTS	8	6	7	6	8	5	8	5	7	6	7	73
STN Gross	\$305.00	\$175.00	\$165.00	\$127.00	\$180.00	\$115.00	\$245.00	\$115.00	\$165.00	\$135.00	\$165.00	\$1,892.00
Total												
SPOTS	36	30	30	28	36	24	35	30	30	30	36	345
STN Gross	\$3,160.00	\$2,975.00	\$2,265.00	\$2,187.00	\$3,630.00	\$1,580.00	\$3,040.00	\$3,000.00	\$2,480.00	\$2,795.00	\$3,700.00	\$30,812.00

Buy Detail Report

Multi-Summary

Date: 10/06/2021



Client: WV Lottery

Media: TV

Product: Instant

Market: Parkersburg-Marietta

Description: WV_L_Q2_21_TV

Flight Start Date: 4/12/2021 03:00 AM

Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30

Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WIYE-TV	22	\$2,140.00	18%
WTAP-TV	68	\$9,430.00	82%
Market Total	90	\$11,570.00	

Summary By Station/Week

Station	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
WIYE-TV												
SPOTS	2	2	2	1	3	2	2	1	3	2	2	22
STN Gross	\$190.00	\$200.00	\$190.00	\$180.00	\$210.00	\$200.00	\$190.00	\$180.00	\$210.00	\$200.00	\$190.00	\$2,140.00
WTAP-TV												
SPOTS	6	6	6	6	5	7	6	4	8	6	8	68
STN Gross	\$735.00	\$830.00	\$735.00	\$830.00	\$675.00	\$890.00	\$735.00	\$625.00	\$940.00	\$830.00	\$1,605.00	\$9,430.00
Total												
SPOTS	8	8	8	7	8	9	8	5	11	8	10	90
STN Gross	\$925.00	\$1,030.00	\$925.00	\$1,010.00	\$885.00	\$1,090.00	\$925.00	\$805.00	\$1,150.00	\$1,030.00	\$1,795.00	\$11,570.00

Buy Detail Report

Multi-Summary

Date: 10/06/2021



Client: WV Lottery

Media: TV

Product: Instant

Market: Wheeling

Description: WVL_Q2_21_TV

Flight Start Date: 4/12/2021 03:00 AM

Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30

Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
ETOV-TV	50	\$2,570.00	19%
WTOV-TV	57	\$4,230.00	32%
WTRF-TV	235	\$6,519.00	49%

Market Total 342 \$13,319.00

Summary By Station/Week

Station	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
ETOV-TV												
SPOTS	4	5	5	3	6	4	4	5	5	3	6	50
STN Gross	\$160.00	\$305.00	\$245.00	\$135.00	\$330.00	\$220.00	\$160.00	\$305.00	\$245.00	\$135.00	\$330.00	\$2,570.00
WTOV-TV												
SPOTS	7	7	3	5	6	2	6	7	3	5	6	57
STN Gross	\$435.00	\$540.00	\$395.00	\$290.00	\$415.00	\$185.00	\$415.00	\$540.00	\$310.00	\$290.00	\$415.00	\$4,230.00
WTRF-TV												
SPOTS	20	23	20	23	20	23	20	23	20	22	21	235
STN Gross	\$529.00	\$669.00	\$529.00	\$669.00	\$529.00	\$669.00	\$529.00	\$669.00	\$529.00	\$634.00	\$564.00	\$6,519.00
Total												
SPOTS	31	35	28	31	32	29	30	35	28	30	33	342
STN Gross	\$1,124.00	\$1,514.00	\$1,169.00	\$1,094.00	\$1,274.00	\$1,074.00	\$1,104.00	\$1,514.00	\$1,084.00	\$1,059.00	\$1,309.00	\$13,319.00

Buy Detail Report

Multi-Summary

Date: 10/06/2021



Client: WV Lottery
Media: TV
Product: Branding
Market: Clarksburg

Description: Rev_MM_TV
Flight Start Date: 3/8/2021 03:00 AM
Flight End Date: 4/11/2021 02:59 AM

Separation between Spots: 30

Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WDTV-TV	22	\$3,625.00	100%
Market Total	22	\$3,625.00	

Summary By Station/Week

Station	3/29	4/5	Total
WDTV-TV			
SPOTS	13	9	22
STN Gross	\$2,135.00	\$1,490.00	\$3,625.00
Total			
SPOTS	13	9	22
STN Gross	\$2,135.00	\$1,490.00	\$3,625.00



Buy Detail Report

Multi-Summary

Date: 10/06/2021

Client: WV Lottery

Media: TV

Product: Instant

Market: Bluefield WV-VA

Description: March Madness_2021_TV

Flight Start Date: 3/15/2021 03:00 AM

Flight End Date: 4/11/2021 02:59 AM

Separation between Spots: 30

Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
---------	-------------	-----------	-----

WVNS-TV

2	\$629.42	100%
---	----------	------

Market Total

2	\$629.42
---	----------

Summary By Station/Week

Station	3/29	4/5	Total
WVNS-TV			
SPOTS	1	1	2
STN Gross	\$314.71	\$314.71	\$629.42
Total			
SPOTS	1	1	2
STN Gross	\$314.71	\$314.71	\$629.42

Buy Detail Report

Multi-Summary

Date: 10/06/2021



Client: WV Lottery
Media: TV
Product: Instant
Market: Charleston, WV

Description: March Madness_2021_TV
Flight Start Date: 3/15/2021 03:00 AM
Flight End Date: 4/11/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WOWK-TV	4	\$6,000.00	100%
Market Total	4	\$6,000.00	

Summary By Station/Week

Station	3/29	4/5	Total
WOWK-TV			
SPOTS	3	1	4
STN Gross	\$4,000.00	\$2,000.00	\$6,000.00
Total			
SPOTS	3	1	4
STN Gross	\$4,000.00	\$2,000.00	\$6,000.00

Buy Detail Report

Multi-Summary

Date: 10/06/2021



Client: WV Lottery
Media: TV
Product: Instant
Market: Clarksburg

Description: March Madness_2021_TV
Flight Start Date: 3/15/2021 03:00 AM
Flight End Date: 4/11/2021 02:59 AM

Separation between Spots: 30
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WDTV-TV	24	\$4,050.00	100%

Market Total 24 \$4,050.00

Summary By Station/Week

Station	3/29	4/5	Total
WDTV-TV			
SPOTS	24	0	24
STN Gross	\$4,050.00	\$0.00	\$4,050.00
Total			
SPOTS	24	0	24
STN Gross	\$4,050.00	\$0.00	\$4,050.00

Buy Detail Report

Multi-Summary

Date: 10/06/2021



Client: WV Lottery
Media: TV
Product: Instant
Market: Wheeling

Description: March Madness_2021_TV
Flight Start Date: 3/15/2021 03:00 AM
Flight End Date: 4/11/2021 02:59 AM

Separation between Spots: 30

Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
ITRF-DV			
	2	\$300.00	29%
WTRF-TV			
	2	\$750.00	71%

Market Total 4 \$1,050.00

Summary By Station/Week

Station	3/29	4/5	Total
ITRF-DV			
SPOTS	2	0	2
STN Gross	\$300.00	\$0.00	\$300.00
WTRF-TV			
SPOTS	1	1	2
STN Gross	\$325.00	\$425.00	\$750.00
Total			
SPOTS	3	1	4
STN Gross	\$625.00	\$425.00	\$1,050.00

Buy Detail Report

Multi-Summary

Date: 10/06/2021



Client: WV Lottery

Media: TV

Product: Draw

Market: Charleston, WV

Description: WSAZ_PrimeTimeLineUp_2021

Flight Start Date: 1/18/2021 03:00 AM

Flight End Date: 12/26/2021 02:59 AM

Separation between Spots: 30

Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
---------	-------------	-----------	-----

WSAZ-TV

145	\$37,500.00	100%
-----	-------------	------

Market Total	145	\$37,500.00
--------------	-----	-------------

Summary By Station/Week

Station	3/29	4/5	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
WSAZ-TV														
SPOTS	25	25	25	25	5	5	5	5	5	5	5	5	5	145
STN Gross	\$0.00	\$12,500.00	\$0.00	\$0.00	\$0.00	\$12,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$12,500.00	\$0.00	\$0.00	\$37,500.00
Total														
SPOTS	25	25	25	25	5	5	5	5	5	5	5	5	5	145
STN Gross	\$0.00	\$12,500.00	\$0.00	\$0.00	\$0.00	\$12,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$12,500.00	\$0.00	\$0.00	\$37,500.00

Addendum C

Creative





Capitol Market - Billboards



Capitol Market - Website



 **My Market Annual Fund**
800 Smith Street
Charleston, WV 25301

 **Celebrity** – \$1,200 one-time gift
 **Heirloom** – \$600 one-time gift
 **Brandywine** – \$300 one-time gift
 **Green** – \$120 one-time gift

Questions? Call Nichole at (304) 344-1905
Thank you for your contribution.
You can also donate online at:
CapitolMarket.NetworkForGood.com

Name: _____
Address: _____
City: _____
State: _____ Zip Code: _____
I'm enclosing my gift of:
\$1,200 ☐ \$600 ☐ \$300 ☐ \$120 ☐ Other Gift Amount: _____
I want my gift to be anonymous ☐
If paying by credit card, please complete below.
Name: _____
(Your name, as it appears on your card.)
MC ☐ VISA ☐ AMEX ☐ DISCOVER ☐
Credit Card Number: _____
Security Code: _____
Email: _____
(An email is required for all credit card transactions.)

Capitol Market - My Market Direct Mail



my Market
LEVELS OF GIVING

CELEBRITY – \$1,200 annual gift
Only 25 Opportunities Available
My Market donors at the "Celebrity" Gift Level will receive their very own planter box displayed along Capitol Market's patio. Each planter box will feature a plaque with the donor's name and year, and will remain in place through our Outdoor Market season, April-December! Additionally, Celebrity donors will receive a limited edition custom print by a local artist, Capitol Market Coupon Book and Sustainable Farmer's Market Bag. 75% of Gift is Tax Deductible.
Donor has the option to give \$100 monthly over 12 months to meet the Celebrity level.

HEIRLOOM – \$600 annual gift
My Market donors at the "Heirloom" Gift Level will receive a limited release custom print by a local artist! Additionally, Heirloom donors will receive the Capitol Market Coupon Book and Sustainable Farmer's Market Bag. 75% of Gift is Tax Deductible.
Donor has the option to give \$50 monthly over 12 months to meet the Heirloom level.

BRANDYWINE – \$300 annual gift
My Market donors at the "Brandywine" Gift Level will receive a coupon book full of special offers from Capitol Market businesses — indoors and out! Additionally, Brandywine donors will receive the sustainable farmer's market bag. 75% of Gift is Tax Deductible.
Donor has the option to give \$25 monthly over 12 months to meet the Brandywine level.

GREEN – \$120 annual gift
My Market donors at the "Green" Gift Level will receive a sustainable farmer's market bag — perfect for shopping Capitol Market year-round! 75% of Gift is Tax Deductible.
Donor has the option to give \$10 monthly over 12 months to meet the Green level.

How Your Gift Works
Gifts for the "My Market Annual Fund" can be made directly to Capitol Market via a Board Member or our Executive Director, Nichole Greene-Jenkins. In the time of social distancing, more information on the "My Market Annual Fund" can be given virtually via Zoom and gifts made through our donor platform - Network For Good.
Gifts are accepted in the form of cash, credit or check. All credit card payments, one time and monthly, are processed through Network for Good.
CapitolMarket.NetworkForGood.com
304-344-1905
nichole@capitolmarket.net
www.capitolmarket.net

#myCapitolMarket



my Market
LEVELS OF GIVING

CELEBRITY – \$1,200 annual gift
Only 25 Opportunities Available
My Market donors at the "Celebrity" Gift Level will receive their very own planter box displayed along Capitol Market's patio. Each planter box will feature a plaque with the donor's name and year, and will remain in place through our Outdoor Market season, April-December! Additionally, Celebrity donors will receive a limited edition custom print by a local artist, Capitol Market Coupon Book and Sustainable Farmer's Market Bag. 75% of Gift is Tax Deductible.
Donor has the option to give \$100 monthly over 12 months to meet the Celebrity level.

HEIRLOOM – \$600 annual gift
My Market donors at the "Heirloom" Gift Level will receive a limited release custom print by a local artist! Additionally, Heirloom donors will receive the Capitol Market Coupon Book and Sustainable Farmer's Market Bag. 75% of Gift is Tax Deductible.
Donor has the option to give \$50 monthly over 12 months to meet the Heirloom level.

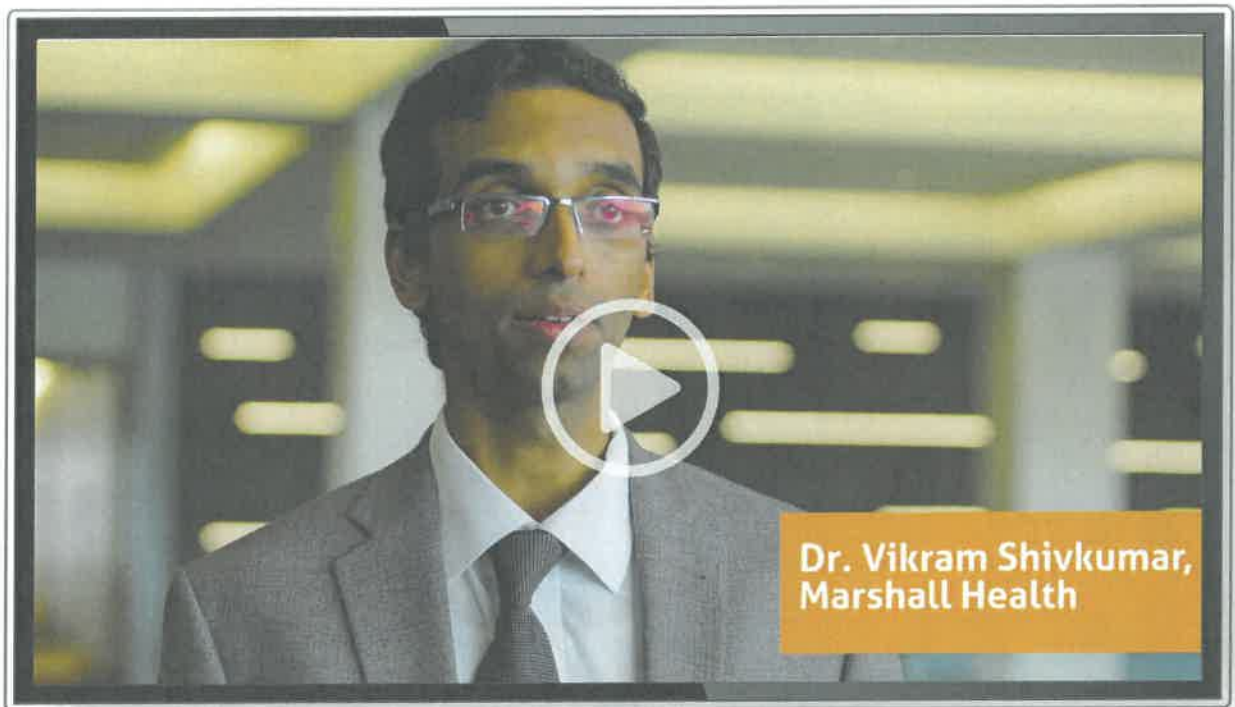
BRANDYWINE – \$300 annual gift
My Market donors at the "Brandywine" Gift Level will receive a coupon book full of special offers from Capitol Market businesses — indoors and out! Additionally, Brandywine donors will receive the sustainable farmer's market bag. 75% of Gift is Tax Deductible.
Donor has the option to give \$25 monthly over 12 months to meet the Brandywine level.

GREEN – \$120 annual gift
My Market donors at the "Green" Gift Level will receive a sustainable farmer's market bag — perfect for shopping Capitol Market year-round! 75% of Gift is Tax Deductible.
Donor has the option to give \$10 monthly over 12 months to meet the Green level.

How Your Gift Works
Gifts for the "My Market Annual Fund" can be made directly to Capitol Market via a Board Member or our Executive Director, Nichole Greene-Jenkins. In the time of social distancing, more information on the "My Market Annual Fund" can be given virtually via Zoom and gifts made through our donor platform - Network For Good.
Gifts are accepted in the form of cash, credit or check. All credit card payments, one time and monthly, are processed through Network for Good.
CapitolMarket.NetworkForGood.com
304-344-1905
nichole@capitolmarket.net
www.capitolmarket.net

#myCapitolMarket

Capitol Market - My Market Direct Mail



Charleston Parkinson's Support Group — 3 Questions Video 1
See hard drive for video.



Charleston Parkinson's Support Group — 3 Questions Video 2
See hard drive for video.



Charleston Parkinson's Support Group — Fox Trot 10th Anniversary Logo

A vertical print advertisement with a light brown, textured background. At the top, a blue speech bubble contains the text "PUT PATIENTS FIRST" in white. Below this, the text "Pass the House Version of HB 2263" is centered. A horizontal line separates this from the next section. The text "The House version of HB 2263 will reduce the amount of money patients with commercial insurance will pay for brand medications at the pharmacy counter." is followed by "Manufacturers and insurance companies negotiate rebates on medicines that are supposed to be passed on to patients." and "But patients never see them." Then, "The rebates could save individuals \$130, on average, per medicine,* for brand named drugs during the deductible period." is followed by "Tell your legislator the rebates are negotiated for patients and should go to patients." Another horizontal line separates this from the next section. The text "Pass The House Version of HB 2263!!" is followed by "Because lower drug costs for West Virginians are more important than higher insurance company profits." A final horizontal line separates this from the footer. The footer contains "• Paid for by the Charleston Parkinson's Support Group •" and a small asterisked note at the bottom: "*These were actual savings reported by UnitedHealth when they passed on manufacturer discounts to patients".

**PUT
PATIENTS
FIRST**

Pass the House Version of
HB 2263

The House version of **HB 2263** will reduce the amount of money patients with commercial insurance will pay for brand medications at the pharmacy counter.

Manufacturers and insurance companies negotiate rebates on medicines that are supposed to be passed on to patients.

But patients never see them.

The rebates could save individuals \$130, on average, per medicine,* for brand named drugs during the deductible period.

Tell your legislator the rebates are negotiated for patients and should go to patients.

Pass The House Version of HB 2263!!

Because lower drug costs for West Virginians are more important than higher insurance company profits.

• Paid for by the Charleston Parkinson's Support Group •

*These were actual savings reported by UnitedHealth when they passed on manufacturer discounts to patients

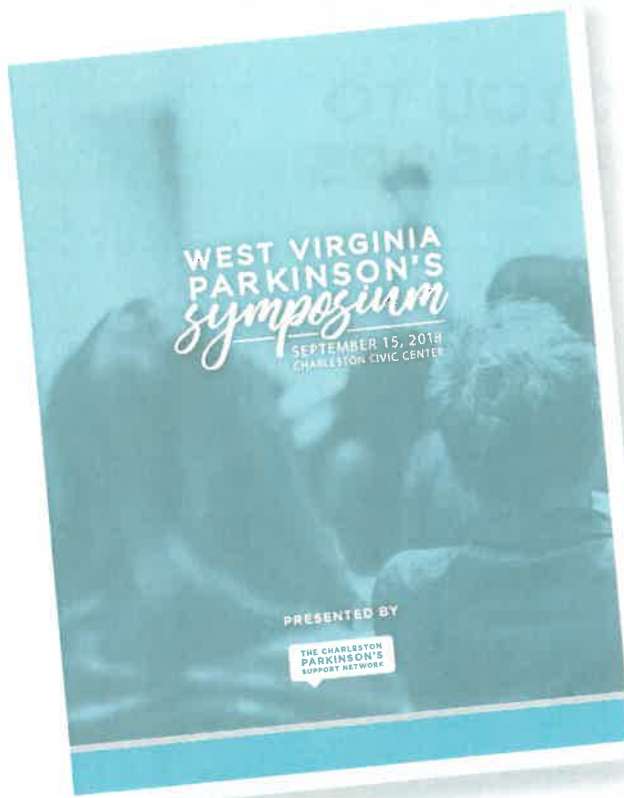
Charleston Parkinson's Support Group — Share the Savings Print Ad



Charleston Parkinson's Support Group - 2018 Parkinson's Symposium - Agenda



Charleston Parkinson's Support Group - 2018 Parkinson's Symposium - Name Tags



Charleston Parkinson's Support Group - 2018 Parkinson's Symposium - Program



Charleston Parkinson's Support Group - 2018 Parkinson's Symposium - Sponsor Board



Kanawha County Public Library — Reimagine Your Library Capital Campaign Brochure



Mosaic Group - Families Strong - Postcard



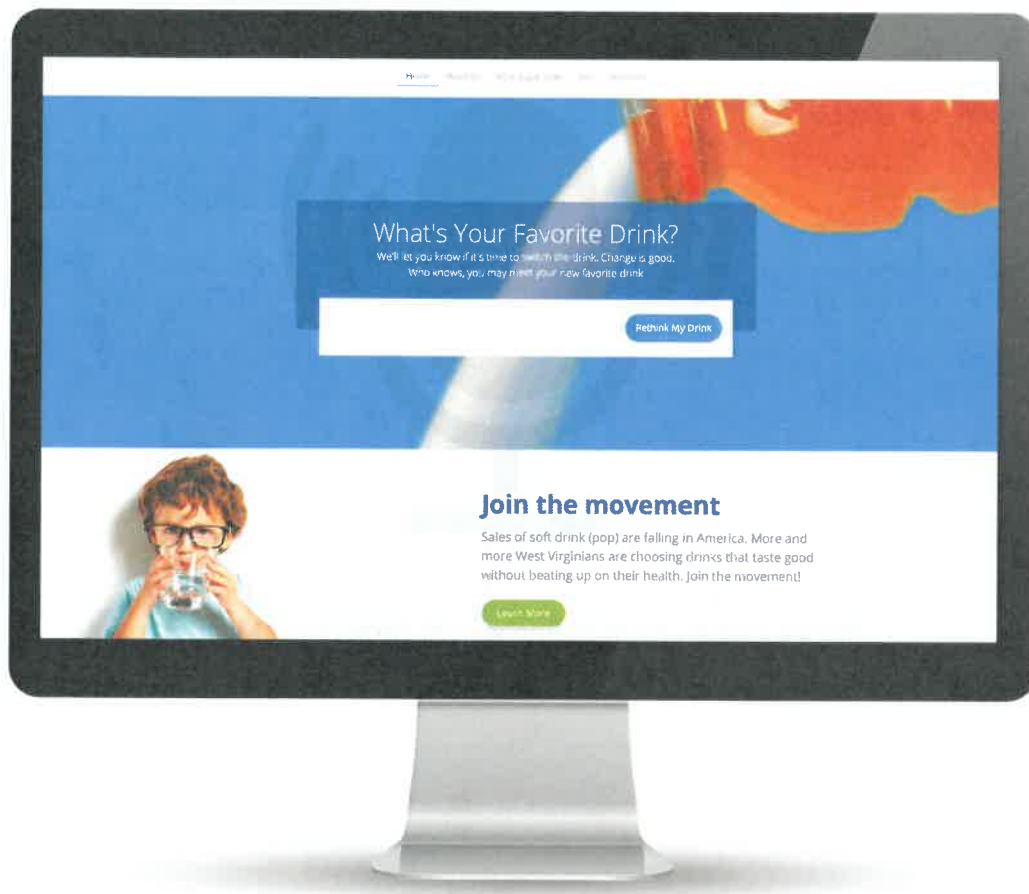
Mosaic Group - Families Strong - Website



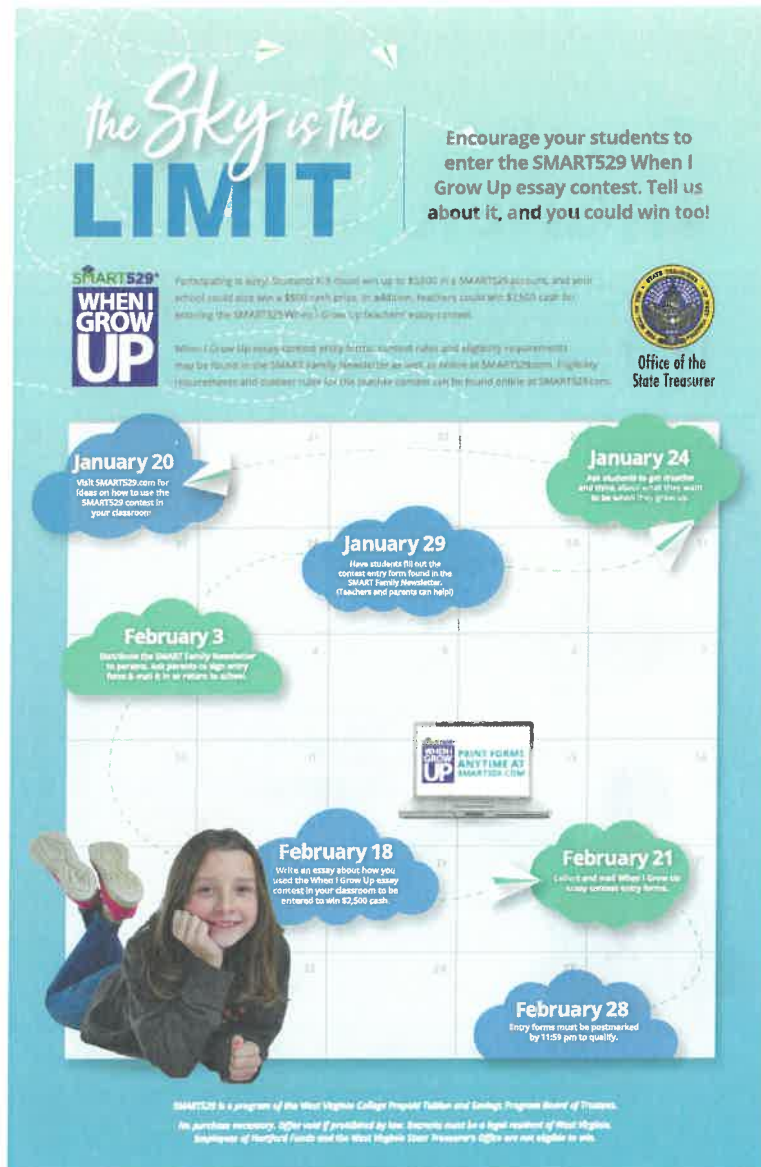
Mosaic Group - Families Strong - :30 Radio Spot "Husband"
See hard drive for audio file.



Mosaic Group - Families Strong - :30 Radio Spot "Mom"
See hard drive for audio file.



Rethink Your Drink - Website



the Sky is the
LIMIT

Encourage your students to enter the SMART529 When I Grow Up essay contest. Tell us about it, and you could win too!

SMART529[®]
WHEN I GROW UP

Participating in When I Grow Up could win up to \$2,500 in a SMART529 account, and your school could also win a \$500 cash prize. In addition, teachers could win \$1,500 cash by knowing the SMART529 When I Grow Up teachers' essay prize.

When I Grow Up essay contest entry restrictions rules and eligibility requirements may be found in the SMART529 Family Newsletter as well as online at SMART529.com. Eligibility requirements and contest rules for the SMART529 When I Grow Up contest can be found online at SMART529.com.

Office of the State Treasurer

January 20
Visit SMART529.com for ideas on how to use the SMART529 contest in your classroom.

January 24
Ask students to get creative and think about what they want to be when they grow up.

January 29
Have students fill out the contest entry form found in the SMART Family Newsletter. (Teachers and parents can help.)

February 3
Watch the SMART Family Newsletter to parents, and parents to help entry forms & mail it in or return to school.

February 18
Write an essay about how you used the When I Grow Up essay contest in your classroom to be entered to win \$2,500 cash.

February 21
Collect and mail When I Grow Up essay contest entry forms.

February 28
Entry forms must be postmarked by 11:59 pm to qualify.


PRINT FORMS ANYTIME AT SMART529.COM

SMART529 is a program of the West Virginia College Promise Tuition and Savings Program Board of Trustees. No purchase necessary. Open only if provided by law. Receipts must be a legal receipt of West Virginia. Employees of Westford Funds and the West Virginia State Treasurer's Office are not eligible to win.


SMART529 — Classroom Flyer

Aspire to go HIGHER

Encourage your students to enter the SMART529 When I Grow Up essay contest. Tell us about it, and you could win too!




Office of the State Treasurer



Participating is easy! Students K-5 could win up to \$5,000 in a SMART529 account, and your school could also win a \$500 cash prize. In addition, teachers could win \$2,500 cash for entering the SMART529 When I Grow Up essay contest.

When I Grow Up essay contest entry forms, contest rules and eligibility requirements may be found in the SMART Family Newsletter as well as online at SMART529.com. Eligibility requirements and contest rules for the teacher contest can be found online at SMART529.com.



January 14
Visit SMART529.com for more on how to win the SMART529 account to grow your wealth.

January 18
Ask students to get ready to write about what they want to be when they grow up.

January 23
Have students fill out the SMART529 When I Grow Up essay contest entry form.

January 28
Distribute the SMART529 Family Newsletter to parents and provide for eligibility requirements and rules for the contest.

February 12
Write an essay about how you will use the SMART529 account to grow your wealth.

February 15
Submit and meet SMART529 essay contest deadline.

February 22
Entry form must be postmarked by 11:59 PM on contest day.

SMART529 is a program of the West Virginia College Preparatory System and Savings Program Board of Finance.

No purchase necessary. Offer may be prohibited by law. Rewards must be a legal resident of West Virginia.

Prizes of the contest and the West Virginia State Treasurer's Office are not eligible to win.

SMART529 — Classroom Flyer

CRFP: HHR2200000001- Advertising Services



SMART529— When I Grow Up — Live Event Broadcast
See hard drive for video.



Southern Obesity Summit
October 22-24, 2018
Charleston, West Virginia

Presented by:
Texas Health Institute &
West Virginia Department
of Health and Human Services



Social Media and #SOSWV2018

What is Twitter?

Twitter is a microblogging platform that enables users to compose and send "tweets" or messages of 140 characters or less to a group of followers.

Who should I follow?

You should definitely follow @SouthernObesity and other Southern Obesity Summit participants using the hashtag #SOSWV2018

What should I say?

Tweet what you are learning. Colleagues and peers will benefit and learn vicariously from your experience.

How does the hashtag work?

Most major social media platforms support hashtags, but Twitter is the most popular. The pound sign (or hash) turns any group of words or characters that directly follow it into a searchable link. Hashtags allow groups of people to organize tweets based on keywords.

What hashtags should I use during the summit?

Using #SOSWV2018. In every tweet or post you compose during the summit will allow your messages to be searchable for other participants using Twitter at that time.

Have an idea for a presentation or activity? Contact the summit organizers at info@soswv2018.org to learn more.

PRO TIP: Use Twitter to network. Twitter is best used to start conversations with people and engage with other summit participants.

PRO TIP: Use Twitter to stay on top of the latest news and updates. Follow the summit organizers and participants to stay informed.

HASHTAGS (#): Hashtags are words or phrases on screens preceded by a hash or pound sign used to identify messages on a specific topic.



VetNOW — Newsletter





SFX: Music up and under throughout spot.
OPEN: Intro portrait shot of veterinarian (Sara).
VO: Meet Sara. Sara is a veterinarian in a busy veterinary practice.
SEE: Dr. Sara's character waving.
SUPER: VetNOW Virtual Specialists



CUT: To veterinarian hospital setting.
SEE: Dr. Sara and her patient (Duggy the Dog)
VO: Her client's pet, Duggy, has just been diagnosed with advanced kidney disease. He isn't eating well and Duggy's owners have difficulty giving him his medications on time.



SFX: Hear head scratching sound effect.
CUT: Close up of Dr. Sara.
SEE: Dr. Sara scratching her head.
VO: Sara doesn't have an Internal Medicine specialist in her practice and would have to send Duggy and her clients to a specialist far out of town.



SFX: Hear car motor.
CUT: Close up of Duggy.
SEE: Duggy sad and whimpering as he visualizes taking a road trip with in a thought bubble.
VO: Long car rides add stress on Duggy and his owners.



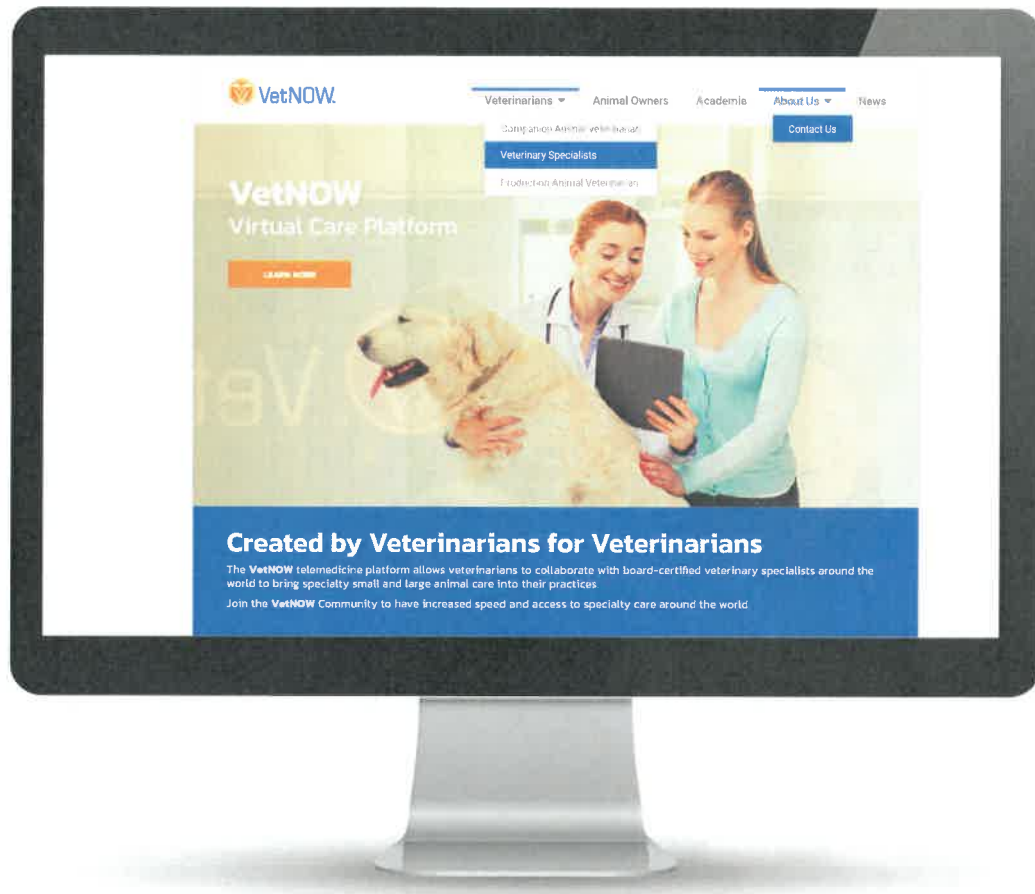
SFX: Hear keyboard typing.
CUT: To close up of welcome to VetNOW login screen on laptop and Dr. Sara in the foreground.
VO: Sara recently heard about VetNOW, a telemedicine platform that quickly connects her veterinary practice ...



CUT: To blue card.
VO: ... With specialty medical support in Internal Medicine, ...
SUPER: VetNOW logo, Virtual Specialties.



VetNOW —Video
See hard drive for video.



VetNOW — Website



West Virginia Department of Health & Human Resources
Adolescent Pregnancy Prevention Initiative — Real Talk Logo 1



West Virginia Department of Health & Human Resources
Adolescent Pregnancy Prevention Initiative — Real Talk Logo 2



West Virginia Department of Health & Human Resources
Adolescent Pregnancy Prevention Initiative — Video: Introduction
See hard drive for video.



West Virginia Department of Health & Human Resources
Adolescent Pregnancy Prevention Initiative — Video: Answering Sensitive Questions
See hard drive for video.



West Virginia Department of Health & Human Resources
Adolescent Pregnancy Prevention Initiative — Video: Contraception
See hard drive for video.



West Virginia Department of Health & Human Resources
Adolescent Pregnancy Prevention Initiative — Video: Family Planning
See hard drive for video.



West Virginia Department of Health & Human Resources
Adolescent Pregnancy Prevention Initiative — Video: Healthy Relationships
See hard drive for video.



West Virginia Department of Health & Human Resources
Adolescent Pregnancy Prevention Initiative — Video: Mythbusters
See hard drive for video.



West Virginia Department of Health & Human Resources
Adolescent Pregnancy Prevention Initiative — Video: Ovulation Demonstration
See hard drive for video.

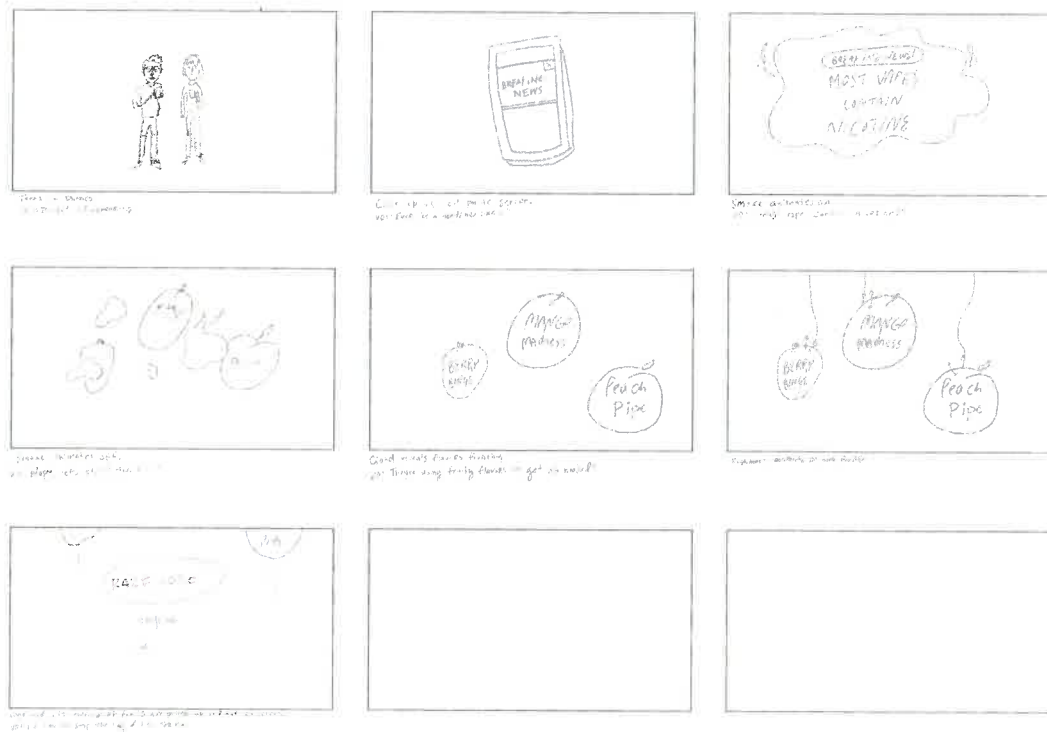


West Virginia Department of Health & Human Resources
Adolescent Pregnancy Prevention Initiative — Video: Reproduction Life Planning
See hard drive for video.



West Virginia Department of Health & Human Resources
Adolescent Pregnancy Prevention Initiative — Video: What About STIs?
See hard drive for video.

CRFP: HHR2200000001- Advertising Services



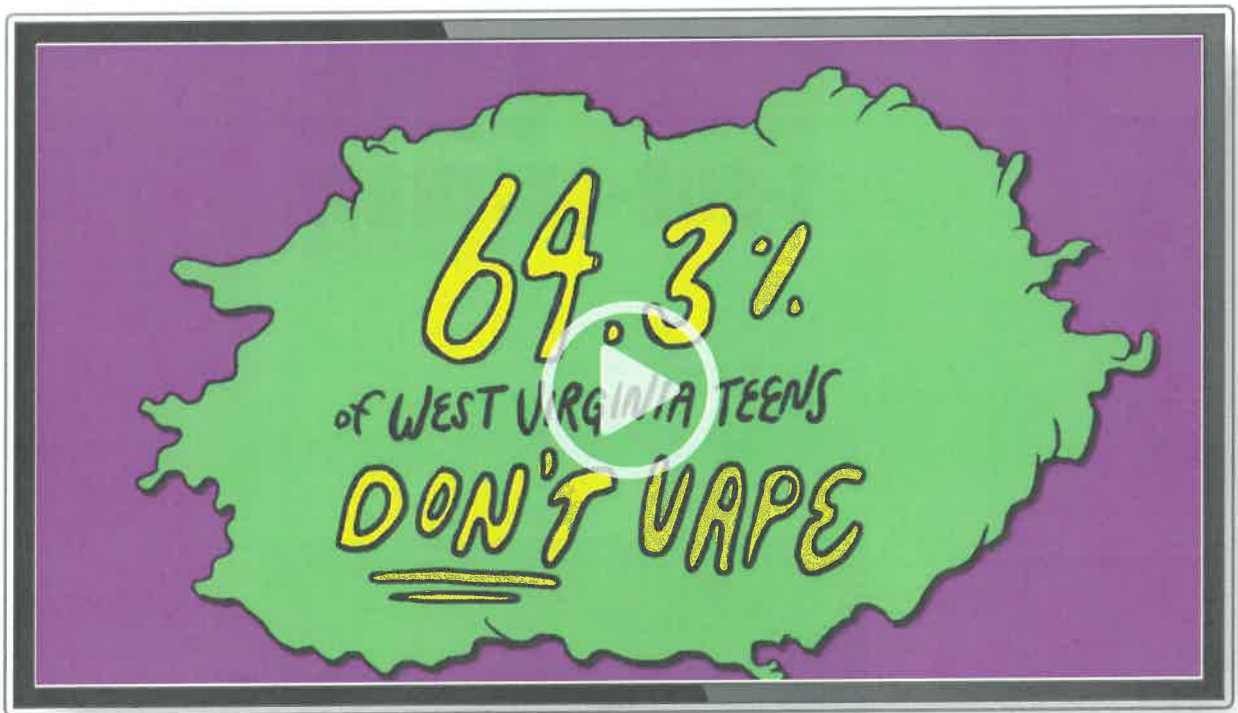
DHHR - DTP - RAZE Rough Video Storyboards



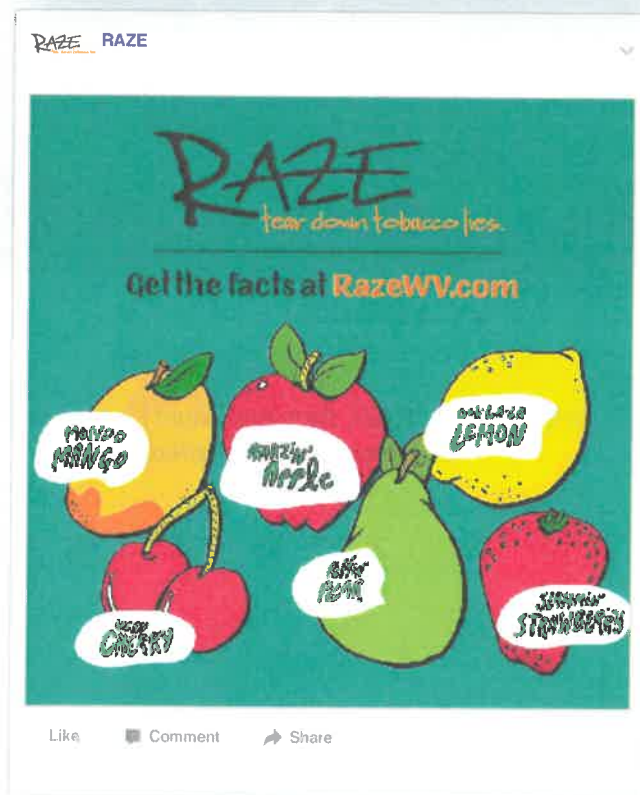
DHHR — DTP — RAZE Logo

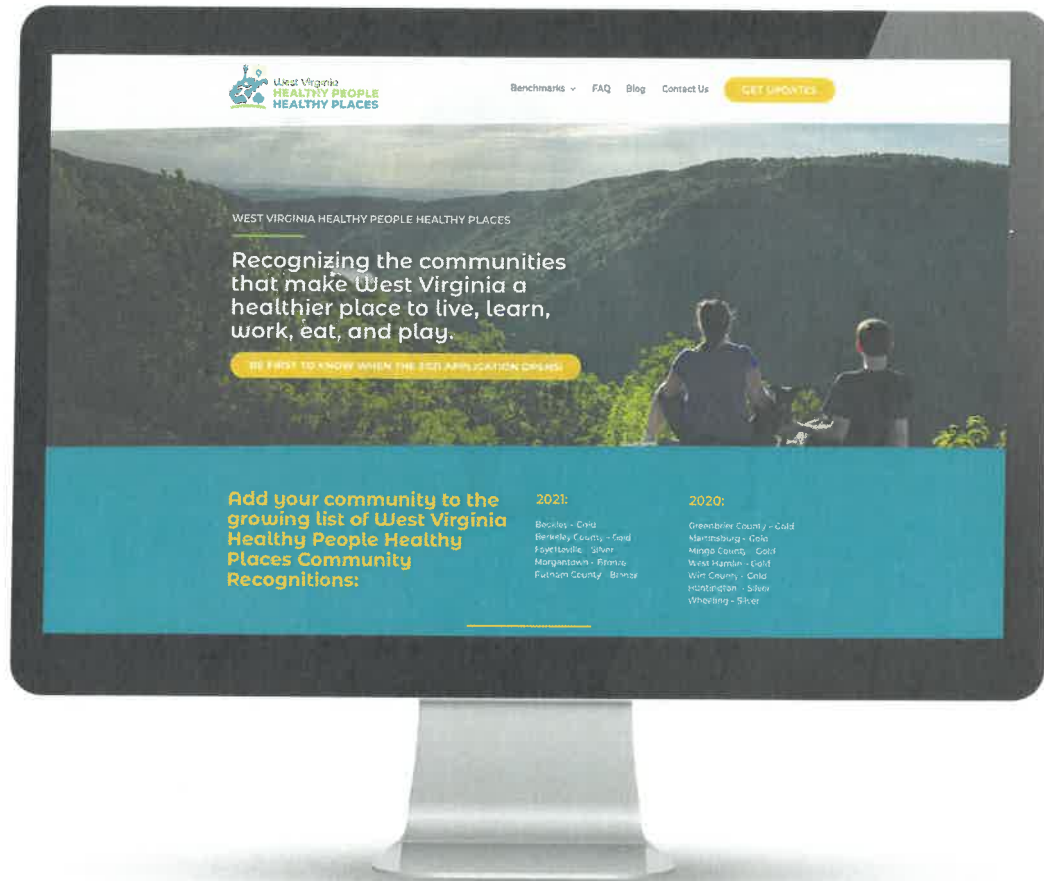


DHHR - DTP - RAZE Stop the Liquid Lies Video 1
See hard drive for video.



DHHR - DTP - RAZE Stop the Liquid Lies Video 2
See hard drive for video.





West Virginia Department of Health & Human Resources
Healthy People Healthy Places — Website



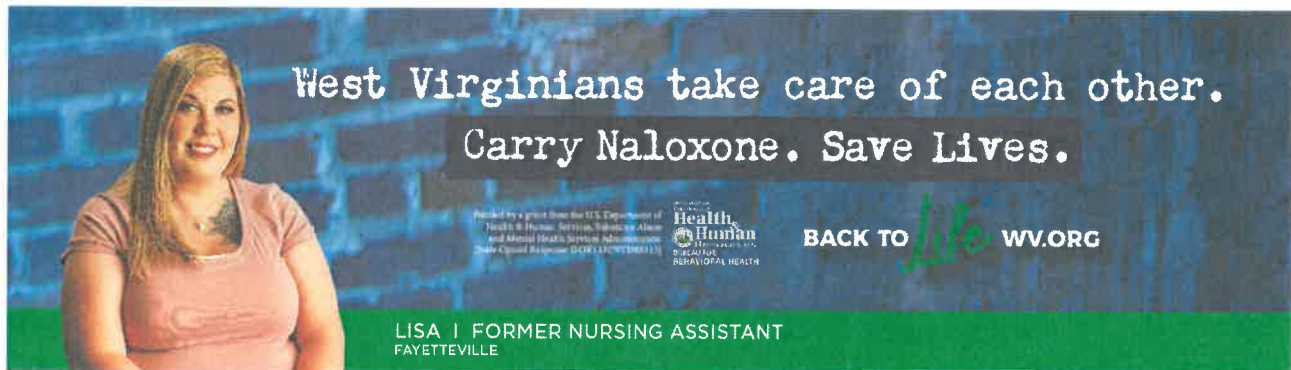
West Virginia Department of Health & Human Resources
State Opioid Response - :30 Radio Spot "Lisa"
See hard drive for audio file.



West Virginia Department of Health & Human Resources
State Opioid Response - :30 TV Spot
See hard drive for video.



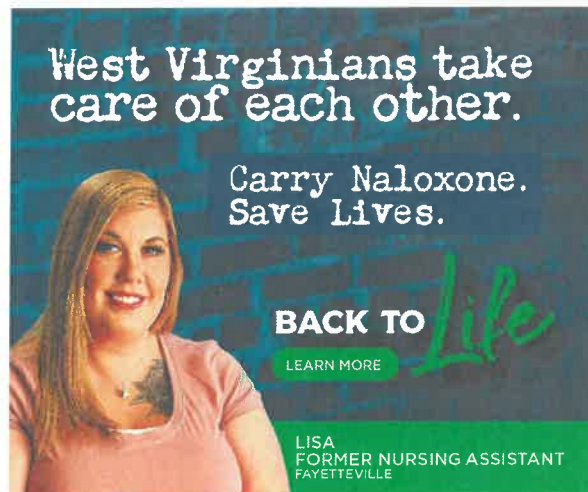
West Virginia Department of Health & Human Resources
State Opioid Response — Billboard General Audience



West Virginia Department of Health & Human Resources
State Opioid Response — Billboard Medical Audience



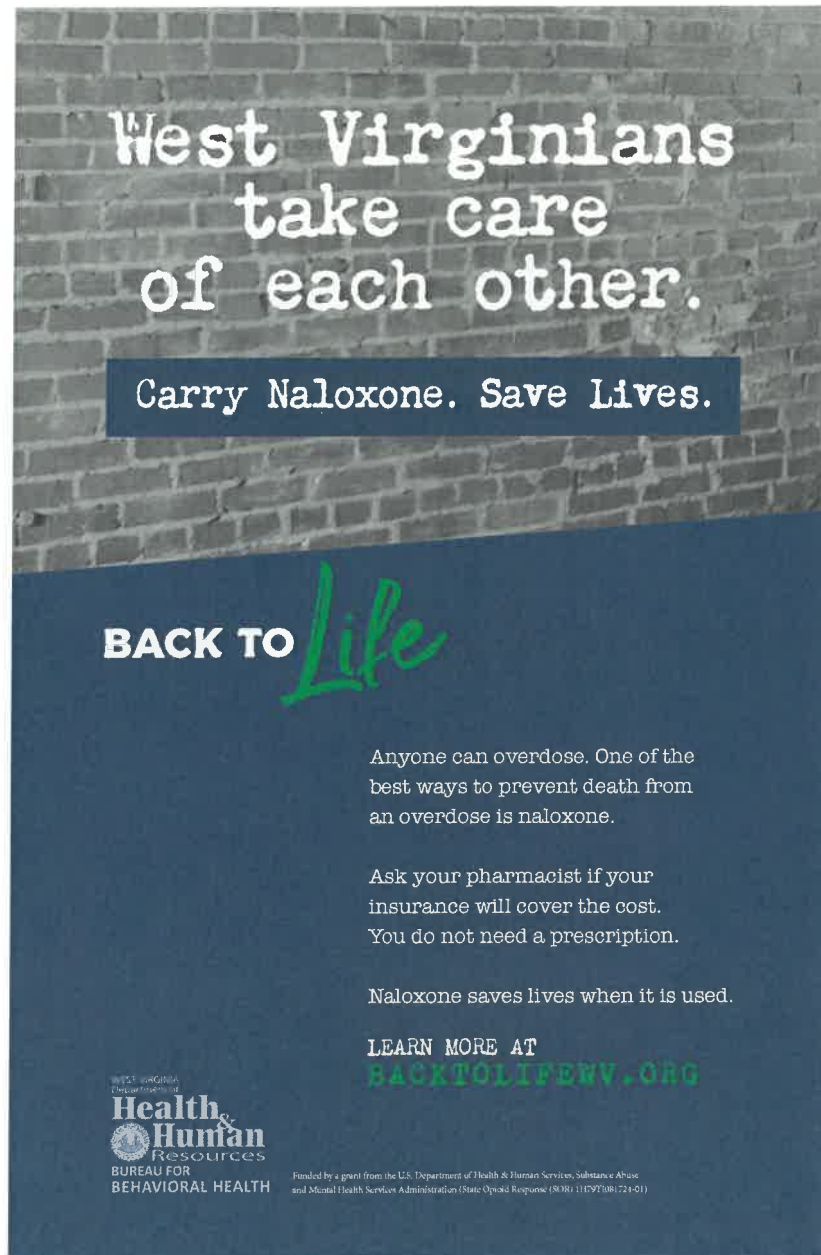
West Virginia Department of Health & Human Resources
State Opioid Response — Digital Ad General Audience



West Virginia Department of Health & Human Resources
State Opioid Response — Digital Ad Medical Audience



West Virginia Department of Health & Human Resources
State Opioid Response — Pharmacy Bag



West Virginia Department of Health & Human Resources
State Opioid Response — Pharmacy Poster



West Virginia Department of Health & Human Resources
State Opioid Response — Testimonial Edna
See hard drive for video.



West Virginia Department of Health & Human Resources
State Opioid Response — Testimonial Jamie
See hard drive for video.



West Virginia Department of Health & Human Resources
State Opioid Response — Testimonial Lisa
See hard drive for video.



West Virginia Department of Health & Human Resources
State Opioid Response — Back to Life Website - Homepage



West Virginia Department of Health & Human Resources
State Opioid Response — Back to Life Website - Naloxone



West Virginia Department of Health & Human Resources
State Opioid Response — Back to Life Website — Overdose and Drug Safety

CRFP: HHR2200000001- Advertising Services



West Virginia Department of Health & Human Resources
State Opioid Response — Back to Life Website — Family Resources



West Virginia Department of Health & Human Resources
State Opioid Response — Back to Life Website — Stories



West Virginia Department of Transportation
Click It Or Ticket :30 TV Spot
See hard drive for video.

**This belt is NOT optional.
Buckle up, it's the law.**

#BuckleUpWV



**Make the connection.
Seat belts save lives.**

#BuckleUpWV



**Every passenger. Every trip.
Seat belts save lives.**

#BuckleUpWV



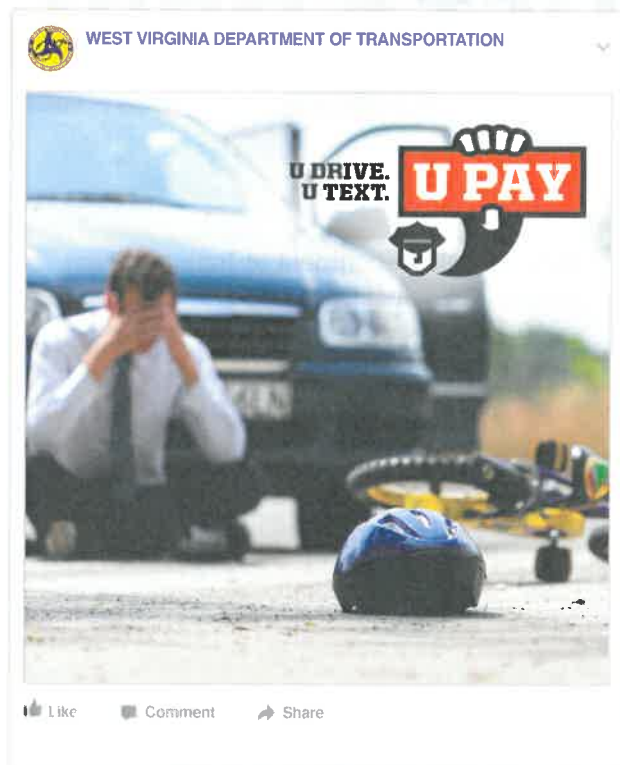
West Virginia Department of Transportation
Click it or Ticket Billboards

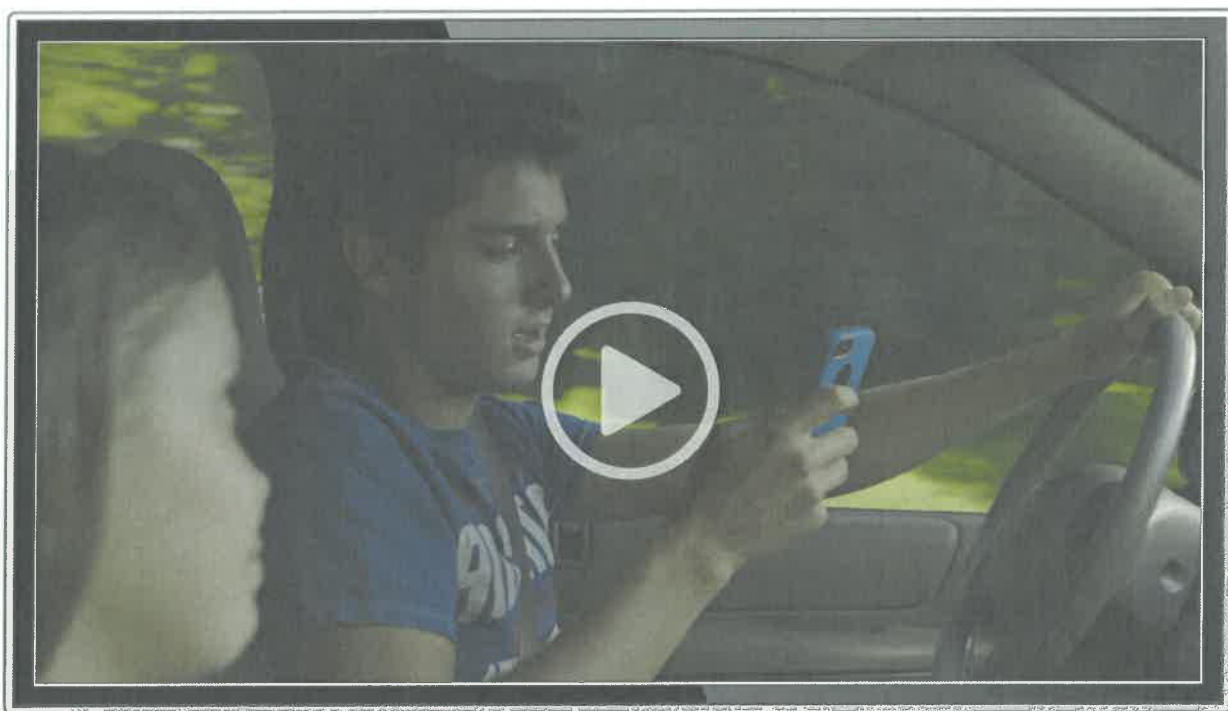


West Virginia Department of Transportation
Distracted Driving Billboard

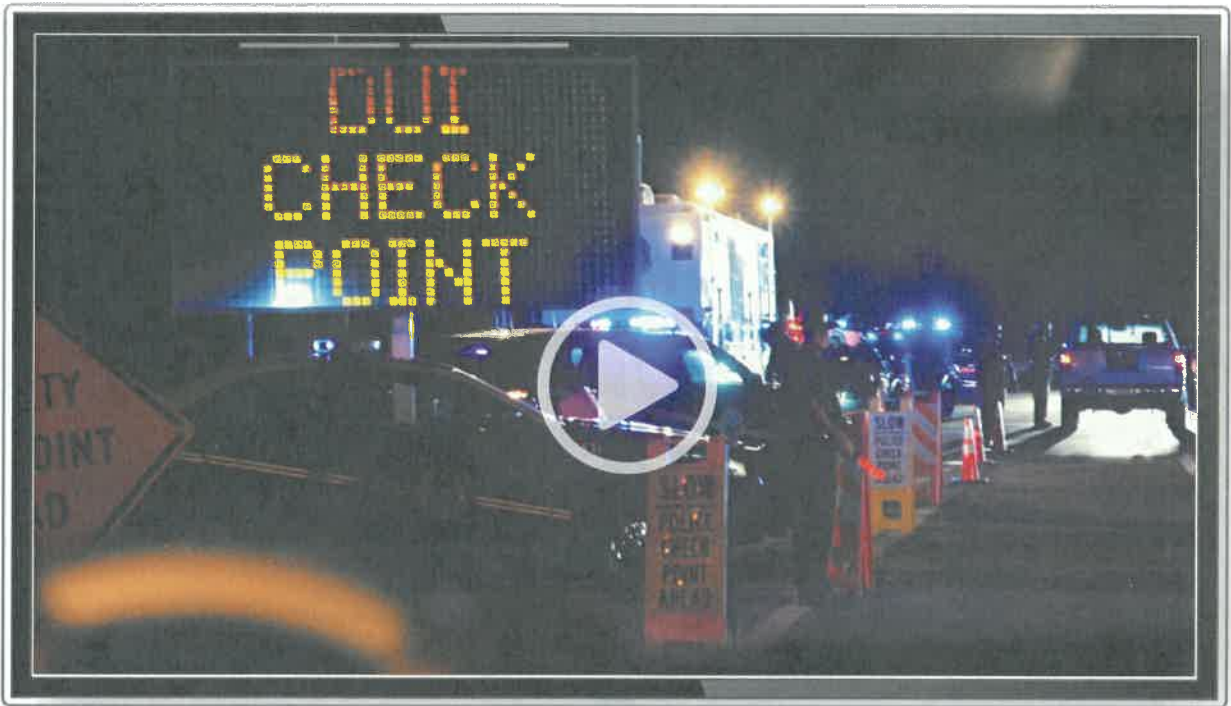


West Virginia Department of Transportation
Just Drive Logo

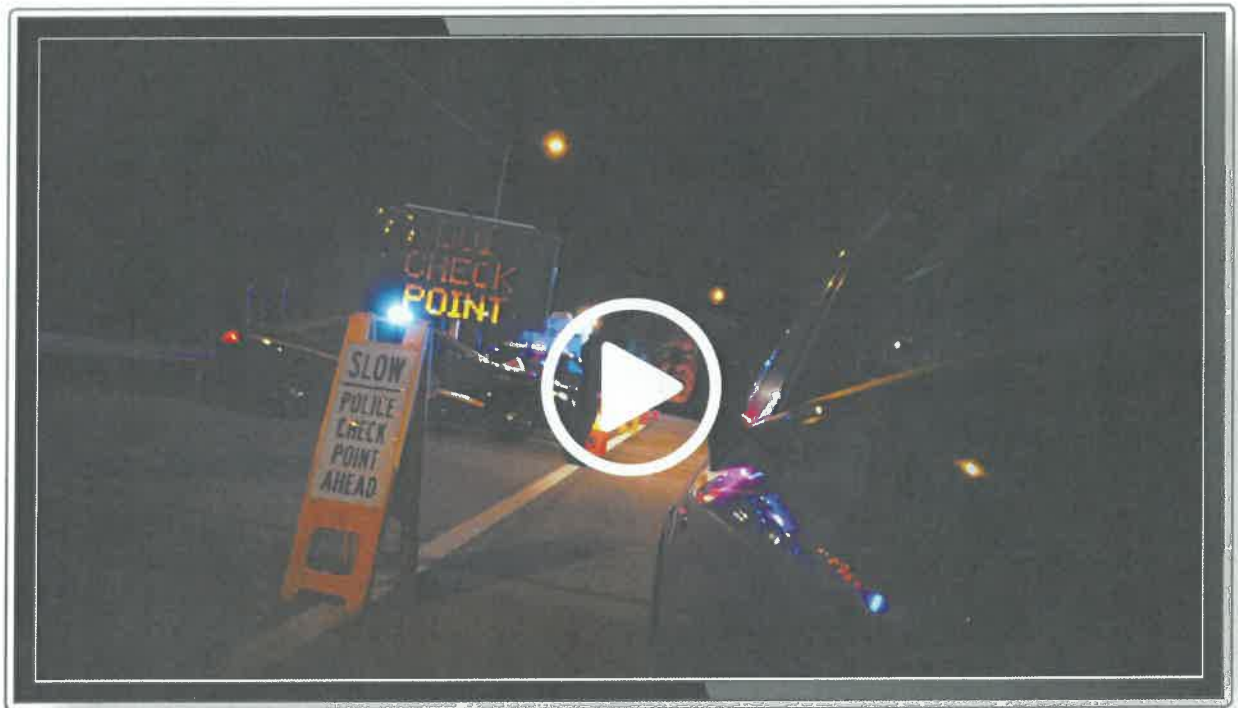




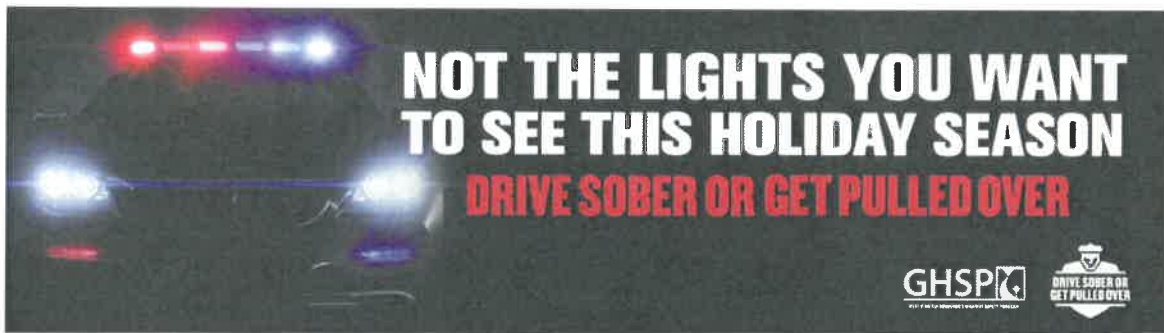
West Virginia Department of Transportation
Distracted Driving :30 TV Spot
See hard drive for video.



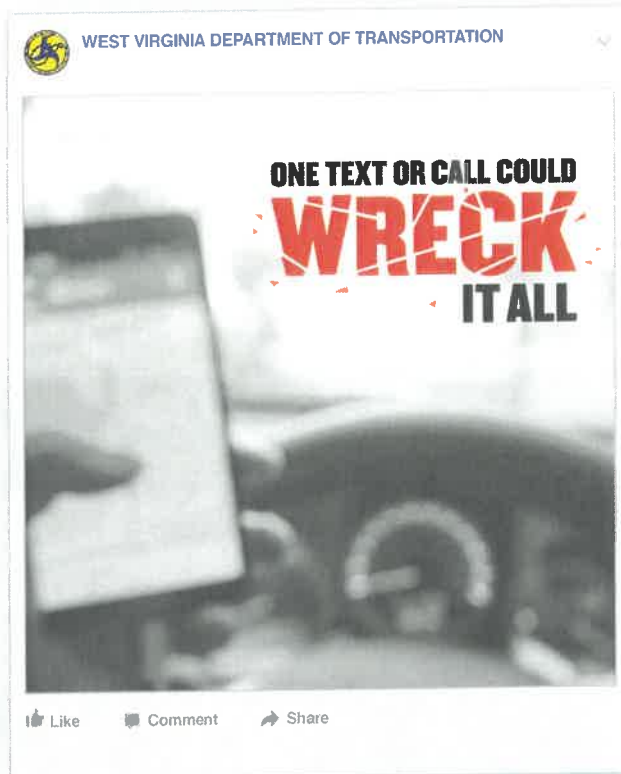
West Virginia Department of Transportation
Impaired Driving :30 TV Spot Checkpoint 1
See hard drive for video.



West Virginia Department of Transportation
Impaired Driving :30 TV Spot Checkpoint 2
See hard drive for video.

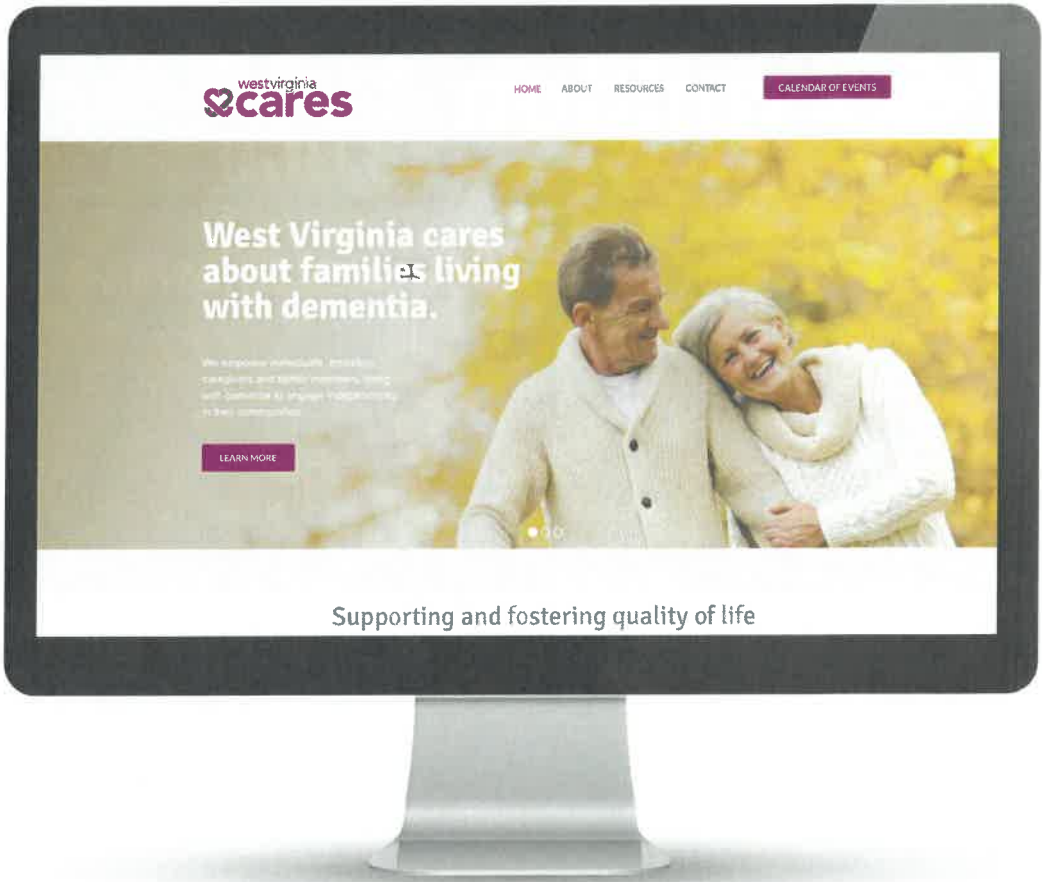


West Virginia Department of Transportation
Holiday Impaired Driving Billboard





West Virginia Department of Transportation
Motorcycle Safety :30 TV Spot
See hard drive for video.



West Virginia Cares — Website

5.7 million
people in the U.S. and **38,000**
in West Virginia age 65 years and
older are living with *Alzheimer's disease.*

Learn more about our effort to support individuals living with
dementia and to foster quality of life for them and their caregivers.



West Virginia Cares — Information Card

Resources

westvirginia
cares

For information about Alzheimer's disease and related dementias, caregiving, local resources and training programs visit www.WVCARES.org and our Facebook page, West Virginia CARES.

Key local resources include:

- Alzheimer's Association, www.Alz.org, 24/7 Helpline: 1-800-272-3900
- The Alzheimer's Association & AARP Community Resource Finder, www.alz.org/CRF
- ADEAR, Alzheimer's and related Dementias Education and Referral Center, 1-800-438-4380, adear@nia.nih.gov and www.nia.nih.gov/health/alzheimers
- AARP.org/caregiving

West Virginia Bureau of Senior Services

LIGHTHOUSE Program

The LIGHTHOUSE Program provides in-home senior services with support in four areas:

- Personal Care — Grooming, Bathing, Dressing, and Toileting
- Mobility — Transferring In/Out of Bed and Walking
- Nutrition — Meal Preparation, Eating, and Grocery/Pharmacy Shopping
- Environment — Light Housecleaning, Making/Changing Bed, and Laundry

FAIR (Family Alzheimer's In-Home Respite)

Caring for a loved one with Alzheimer's disease or a related dementia can be very stressful, and caregivers need a regular break from the demands of the job. The FAIR Program, available in every county of West Virginia, offers relief to family caregivers and, at the same time, provides one-on-one attention and individualized activities for persons with a written diagnosis of Alzheimer's disease or a related dementia.

To learn more about the LIGHTHOUSE Program or FAIR (Family Alzheimer's In-Home Respite), please contact your county senior program, call the West Virginia Bureau of Senior Services toll-free at **1-877-987-3646** or visit www.wvseniorservices.gov.

West Virginia CARES – Coordinated Action, Response, Education and Support – is the nation's first statewide effort to help families living with dementia. The initiative's aim is to help organizations and individuals in non-profit, law enforcement, faith, business and other communities learn about dementia so they can assist those with memory loss. The West Virginia CARES collaboration empowers individuals, including caregivers and family members, living with Alzheimer's disease and other dementias to engage independently and safely in their communities.

The West Virginia University Health Science Center is leading the effort with support from the Claude W. Benvidum Foundation. Other key partners include, AARP, Alzheimer's Association WV Chapter, the Joan C. Edwards School of Medicine at Marshall University, Quality Insights, The Manahan Group, the West Virginia Bureau of Senior Services, and the West Virginia Sheriffs' Association.



West Virginia Lottery
2021 Diamond Dust Scratch Off Promotional Digital Ads



West Virginia Lottery
2021 Lotto America All-American Cash Promotional Digital Ads



West Virginia Lottery
2021 Diamond Dust Gemini Touch Attract Screen
See hard drive for animation.



THE MANAHAN GROUP LLC

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

Respondent Demographics

Age

Sex

Location

Occupation

Law Enforcement

EMT/EMS

Fire Department

Physician

Pharmacist

Baseline Survey Questions

Have you or a loved one experienced Opioid Use Disorder?

(Y/N)

For the following questions, please select the response 1-5 that most closely aligns with your feelings.

Survey Scale 1

- 1 *Strongly Disagree*
- 2 *Disagree*
- 3 *Undecided / Neutral*
- 4 *Agree*
- 5 *Strongly Agree*

West Virginia is on the right track to resolve the Opioid Use Disorder problem.

Opioid Use Disorder is a disease.

Medication, such as buprenorphine, methadone, or naltrexone, is a highly effective treatment option for individuals with Opioid Use Disorder.

Opioid Use Disorder affects residents from all walks of life.

We must use every measure to treat individuals with Opioid Use Disorder.

I believe that West Virginia can overcome the Opioid epidemic.

I believe in utilizing medication to treat Opioid Use Disorder.

Individuals with Opioid Use Disorder lack self-discipline.

The community should support individuals with an Opioid Use Disorder who seek help.

Treatment with medication is simply trading one drug for another.

Individuals with Opioid Use Disorder can become contributing members of the community.

For the following questions, please select the response 1-5 that most closely aligns with your feelings.

Survey Scale 2

- 1 *Never*
- 2 *Almost Never*
- 3 *Sometimes*
- 4 *Always*

I carry Naloxone with me while working.

I carry Naloxone with me in my daily life.

I am concerned about accidental needle sticks while responding to emergency calls.

I am confident in administering naloxone should it be necessary.

I have blamed individuals with Opioid Use Disorder for poor life choices.

Recovery is Possible Campaign



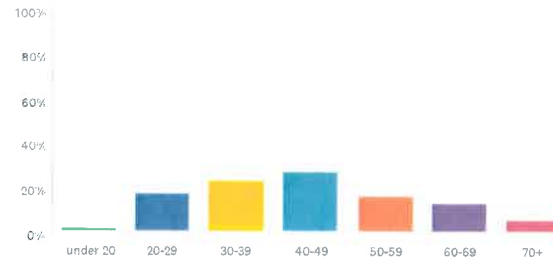
SURVEY KEY INSIGHTS - OVERALL

- All respondents answered 20 of the 22 questions.
- Majority (26.47%) of respondents were 40-49; 0.98% were under 20.
- 29 counties did not have respondents.
- Monongalia (14.71%), Cabell (13.73%), Kanawha (9.80%) had the most residents respond.
- 97.06% are white or Caucasian, 1.96% are American Indian or Alaska Native, and 0.98% are Black or African American
- Pharmacist (26.47%) was the majority occupation, followed by healthcare provider (19.61%).
- Law enforcement and the written in responses were the least represented at 11.76% respectively.
- Other occupation responses included emergency physician, pharmacy technician, pharmacy student, Peer Recovery Support Specialist, QRT, Recovery, SUD, Suboxone Case Manager, QRT Case Manager, Nonprofit food programs coordinator, Quick Response Team Program Director, and Peer Recovery Coach
- Have you or a loved one experienced Opioid Use Disorder? 57.84% answered no.
- West Virginia is on the right track to resolve the Opioid Use Disorder problem. 30.39% Disagree, 28.43% Undecided/neutral, 24.51% Agree, 13.73% Strongly Disagree, and 2.94% Strongly Agree
- 32.35% strongly agree that Opioid Use Disorder is a disease.
- 38.61% agree that medications, such as buprenorphine, methadone, or naloxone, are highly effective treatment options for individuals with Opioid Use Disorder. 23.76 % are undecided/neutral.
- 67.65% strongly agree that Opioid Use Disorder affects resident from all walks of life.
- 84.31% agree or strongly agree that we must use every measure to treat individuals with Opioid Use Disorder.
- 39.22% agree believe that West Virginia can overcome the opioid epidemic. 30.39% are undecided/neutral.
- 55.88% disagree with the statement: I believe Opioid use Disorder is (nearly) impossible to overcome.
- 36.27% agree or strongly agree with the statement: individuals with Opioid Use Disorder lack self-discipline.
- 90.20% agree or strongly agree that the community should support individuals with an Opioid Use Disorder who seek help.
- 32.35% of respondents disagree that treating Opioid Use Disorder with medication is simply trading one drug for another, but 25.49% agree.
- 97.03% agree or strongly agree that individuals with Opioid use Disorder can become contributing members of the community.
- 25.49% agree with the statement "I believe individuals with Opioid Use Disorder are to blame for poor life choices."
- 31.3% never carry naloxone while working. 50% always carry naloxone while working.
- 56.86% never carry naloxone in daily life.
- 36% are sometimes concerned about accidental needle sticks while responding to emergency calls. 27% are always concerned, 23% are never concerned, and 14% are almost never concerned.
- 73% are always confident in administering naloxone should it be necessary. 2% are never confident, 3% are almost never confident, and 22% are sometimes confident.

Opioid Use Disorder Survey

Q1 What is your age?

Answered: 102 Skipped: 0



ANSWER CHOICES	RESPONSES	
under 20	0.98%	1
20-29	16.67%	17
30-39	22.55%	23
40-49	26.47%	27
50-59	15.69%	16
60-69	12.75%	13
70+	4.90%	5
TOTAL		102

CRFP: HHR2200000001 - Advertising Services

Opioid Use Disorder Survey

Q2 In which county do you reside?

Answered: 102 Skipped: 0



CRFP: HHR2200000001 - Advertising Services

Opioid Use Disorder Survey

ANSWER CHOICES	RESPONSES	
Barbour	0.00%	0
Berkeley	0.98%	1
Boone	1.96%	2
Braxton	0.00%	0
Brooke	0.00%	0
Cabell	13.73%	14
Calhoun	0.98%	1
Clay	0.00%	0
Doddridge	0.00%	0
Fayette	1.96%	2
Gilmer	0.00%	0
Grant	0.98%	1
Greenbrier	0.00%	0
Hampshire	0.00%	0
Hancock	0.00%	0
Hardy	0.98%	1
Harrison	0.00%	0
Jackson	1.96%	2
Jefferson	0.00%	0
Kanawha	9.80%	10
Lewis	0.98%	1
Lincoln	0.98%	1
Logan	7.84%	8
Marion	0.00%	0
Marshall	0.00%	0
Mason	0.00%	0
McDowell	0.00%	0
Mercer	6.86%	7
Mineral	0.00%	0
Mingo	0.98%	1
Monongalia	14.71%	15
Monroe	0.98%	1
Morgan	0.00%	0
Nicholas	4.90%	5
Ohio	0.98%	1
Pendleton	0.00%	0
Pleasants	0.00%	0
Pocahontas	1.96%	2
Preston	0.00%	0
Putnam	8.82%	9
Raleigh	8.82%	9
Randolph	0.00%	0
Ritchie	0.00%	0
Roane	0.98%	1
Summers	0.00%	0
Taylor	0.98%	1
Tucker	0.00%	0

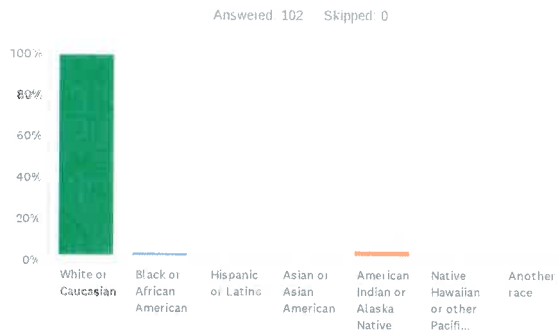
CRFP: HHR2200000001 - Advertising Services

Opioid Use Disorder Survey

Tyler	0.00%	0
Upshur	0.00%	0
Wayne	2.94%	3
Webster	0.00%	0
Wetzel	0.00%	0
Wirt	0.00%	0
Wood	0.98%	1
Wyoming	1.96%	2
TOTAL		102

Opioid Use Disorder Survey

Q3 Which of the following best describes you?

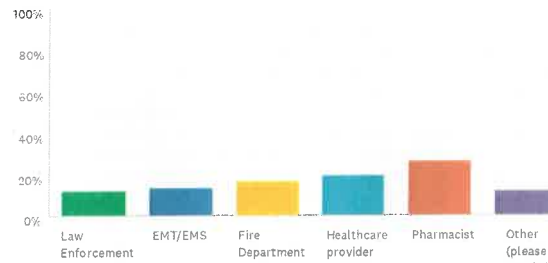


ANSWER CHOICES	RESPONSES	
White or Caucasian	97.06%	99
Black or African American	0.98%	1
Hispanic or Latino	0.00%	0
Asian or Asian American	0.00%	0
American Indian or Alaska Native	1.96%	2
Native Hawaiian or other Pacific Islander	0.00%	0
Another race	0.00%	0
TOTAL		102

Opioid Use Disorder Survey

Q4 Which of the following best describes your current occupation?

Answered: 102 Skipped: 0



ANSWER CHOICES	RESPONSES	
Law Enforcement	11.76%	12
EMT/EMS	13.73%	14
Fire Department	16.67%	17
Healthcare provider	19.61%	20
Pharmacist	26.47%	27
Other (please specify)	11.76%	12
TOTAL		102

#	OTHER (PLEASE SPECIFY)	DATE
1	Emergency physician	6/23/2021 4:25 AM
2	Pharmacy Technician	6/14/2021 10:30 AM
3	pharmacy student	6/12/2021 9:01 PM
4	Peer Recovery Support Specialist	4/28/2021 11:54 AM
5	QRT	4/28/2021 9:45 AM
6	Recovery	4/28/2021 8:47 AM
7	SUD	4/28/2021 8:34 AM
8	Suboxone case manager	4/28/2021 8:29 AM
9	QRT Casemanager	4/28/2021 8:26 AM
10	Nonprofit food programs coordinator	4/28/2021 8:19 AM
11	Quick Response Team Program Director	4/28/2021 8:10 AM
12	Peer Recovery Coach	4/28/2021 7:45 AM

Opioid Use Disorder Survey

Q5 Have you or a loved one experienced Opioid Use Disorder?

Answered: 102 Skipped: 0



ANSWER CHOICES

Yes

No

Total Respondents: 102

RESPONSES

42.16%

57.84%

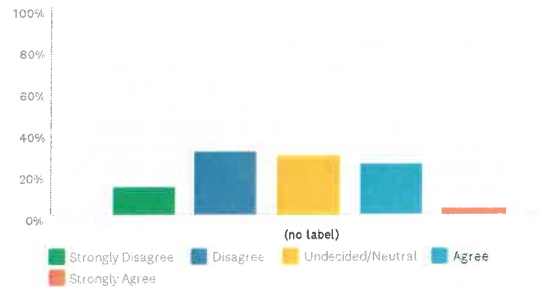
43

59

Opioid Use Disorder Survey

Q6 West Virginia is on the right track to resolve the Opioid Use Disorder problem.

Answered: 102 Skipped: 0

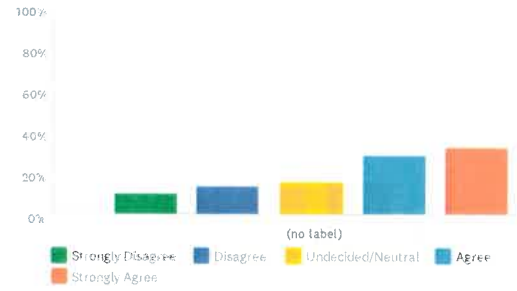


	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	13.73%	30.39%	28.43%	24.51%	2.94%	102	2.73
	14	31	29	25	3		

Opioid Use Disorder Survey

Q7 Opioid Use Disorder is a disease.

Answered: 102 Skipped: 0

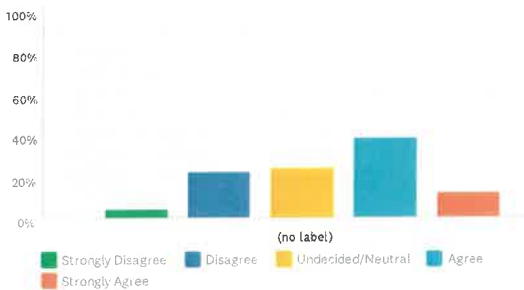


	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	9.80% 10	13.73% 14	15.69% 16	28.43% 29	32.35% 33	102	3.60

Opioid Use Disorder Survey

Q8 Medications, such as buprenorphine, methadone or naloxone, are highly effective treatment options for individuals with Opioid Use Disorder.

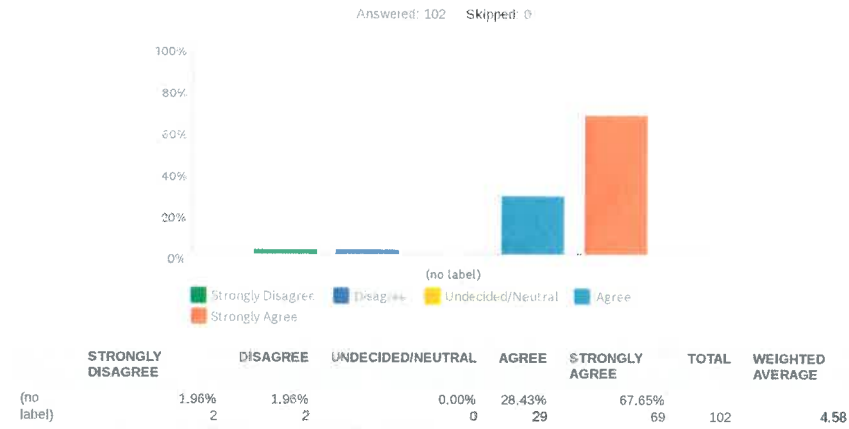
Answered: 101 Skipped: 1



	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	3.96%	21.78%	23.76%	38.61%	11.88%	101	3.33
	4	22	24	39	12		

Opioid Use Disorder Survey

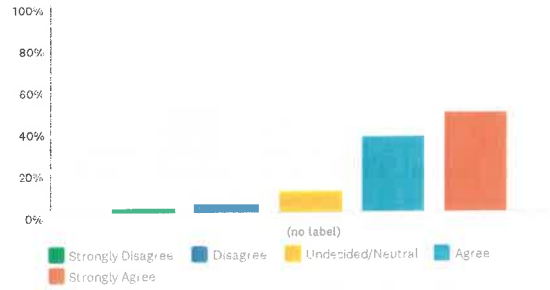
Q9 Opioid Use Disorder affects residents from all walks of life.



Opioid Use Disorder Survey

Q10 We must use every measure to treat individuals with Opioid Use Disorder.

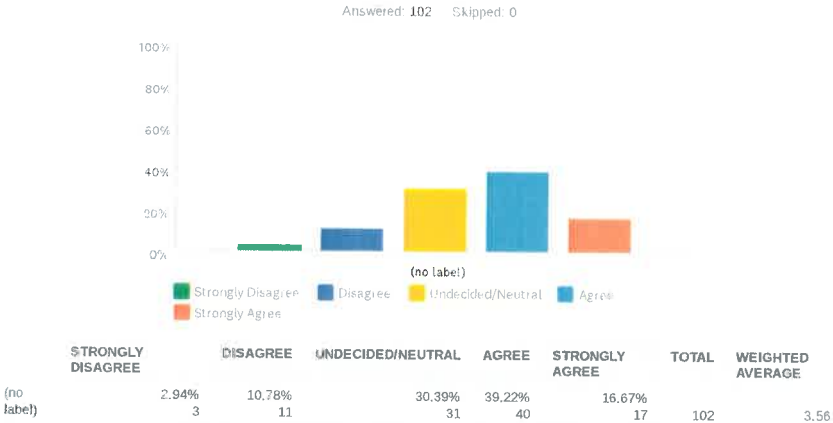
Answered: 102 Skipped: 0



	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	1.96% 2	3.92% 4	9.80% 10	36.27% 37	48.04% 49	102	4.25

Opioid Use Disorder Survey

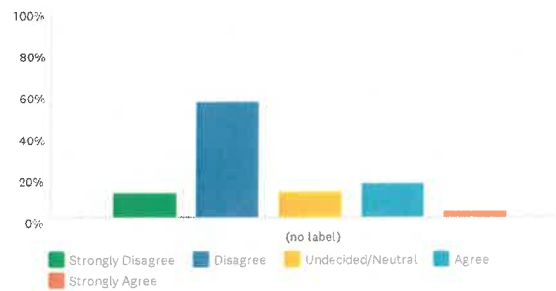
Q11 I believe West Virginia can overcome the opioid epidemic.



Opioid Use Disorder Survey

Q12 I believe Opioid Use Disorder is (nearly) impossible to overcome.

Answered: 102 Skipped: 0

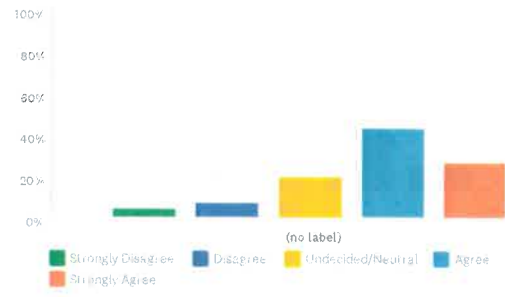


	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	11.76% 12	55.88% 57	12.75% 13	16.67% 17	2.94% 3	102	2.43

Opioid Use Disorder Survey

Q13 I believe in the option of utilizing medication to treat Opioid Use Disorder.

Answered: 102 Skipped: 0

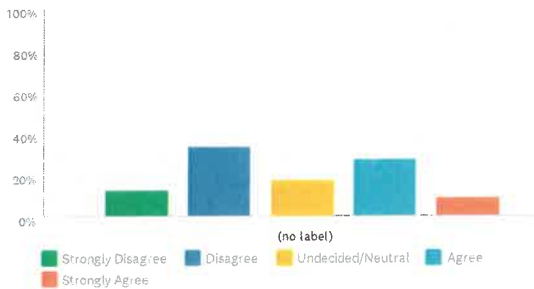


	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	3.92%	6.86%	19.61%	43.14%	26.47%	102	3.81
	4	7	20	44	27		

Opioid Use Disorder Survey

Q14 Individuals with Opioid Use Disorder lack self-discipline.

Answered: 102 Skipped: 0

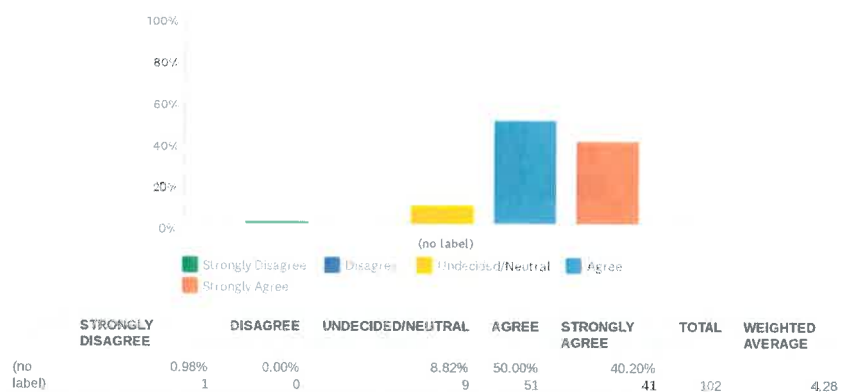


	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	12.75% 13	33.33% 34	17.65% 18	27.45% 28	8.82% 9	102	2.86

Opioid Use Disorder Survey

Q15 The community should support individuals with an Opioid Use Disorder who seek help.

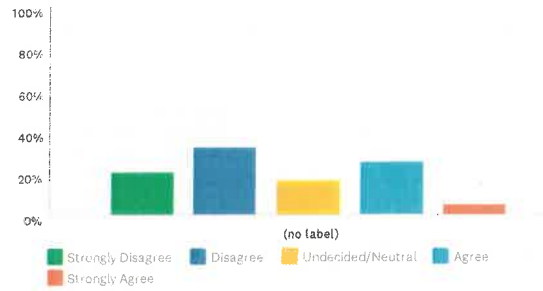
Answered: 102 Skipped: 0



Opioid Use Disorder Survey

Q16 Treating Opioid Use Disorder with medication is simply trading one drug for another.

Answered: 102 Skipped: 0

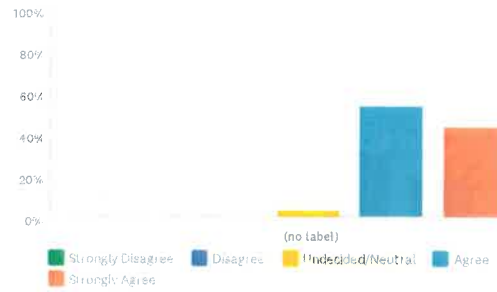


	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	20.59%	32.35%	16.67%	25.49%	4.90%	102	2.62
	21	33	17	26	5		

Opioid Use Disorder Survey

Q17 Individuals with Opioid Use Disorder can become contributing members of the community.

Answered: 101 Skipped: 1

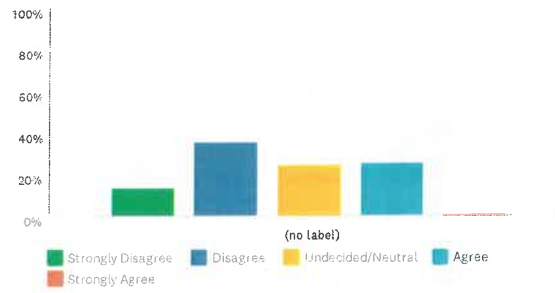


	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	0.00%	2.97%	53.47%	43.56%	101	4.41
	0	0	3	54	44		

Opioid Use Disorder Survey

Q18 I believe individuals with Opioid Use Disorder are to blame for poor life choices.

Answered: 102 Skipped: 0

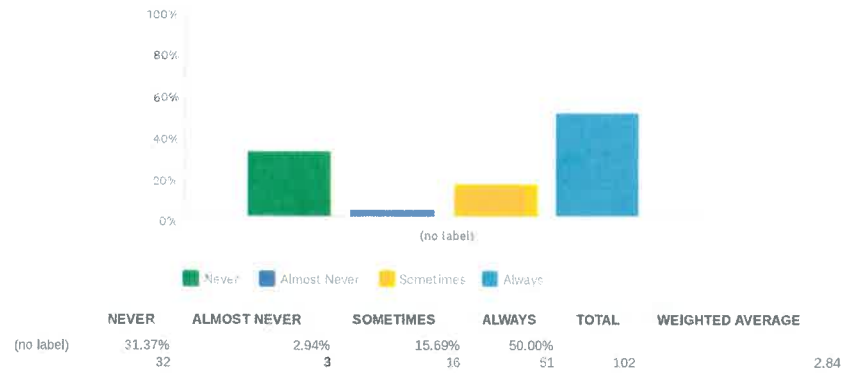


	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	13.73%	35.29%	24.51%	25.49%	0.98%	102	2.65
	14	36	25	26	1		

Opioid Use Disorder Survey

Q19 I carry Naloxone with me while working.

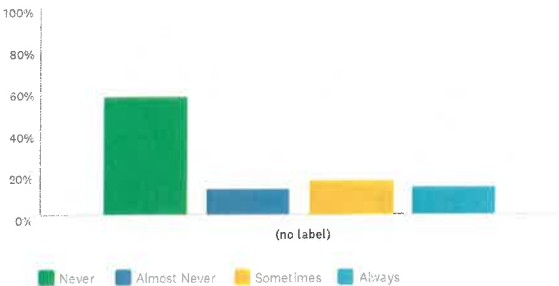
Answered: 102 Skipped: 0



Opioid Use Disorder Survey

Q20 I carry Naloxone with me in my daily life.

Answered: 102 Skipped: 0



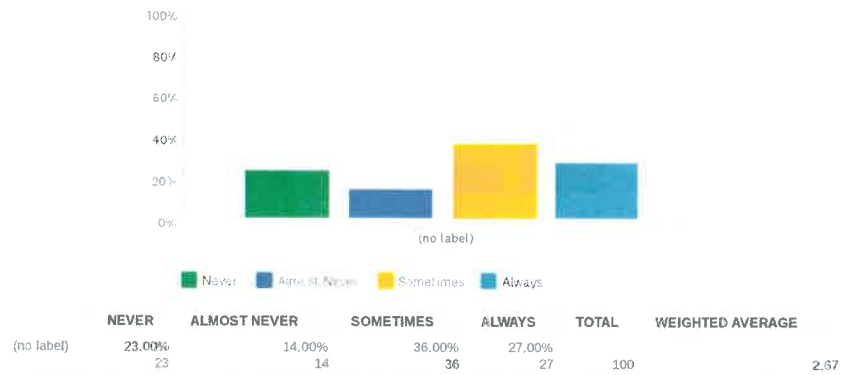
	NEVER	ALMOST NEVER	SOMETIMES	ALWAYS	TOTAL	WEIGHTED AVERAGE
(no label)	56.86%	12.75%	16.67%	13.73%		
	58	13	17	14	102	1.87

CRFP: HHR2200000001 - Advertising Services

Opioid Use Disorder Survey

Q21 I am concerned about accidental needle sticks while responding to emergency calls.

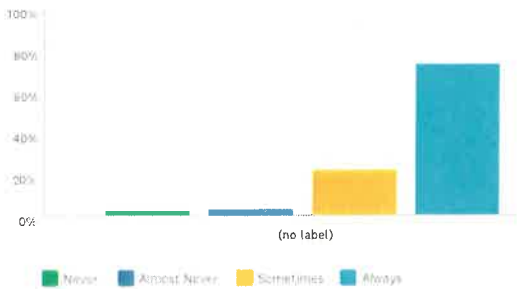
Answered: 100 Skipped: 2



Opioid Use Disorder Survey

Q22 I am confident in administering naloxone should it be necessary.

Answered: 100 Skipped: 2



	NEVER	ALMOST NEVER	SOMETIMES	ALWAYS	TOTAL	WEIGHTED AVERAGE
(no label)	2.00% 2	3.00% 3	22.00% 22	73.00% 73	100	3.66

Addendum E

Reporting



Analytics

[Go to report](#)

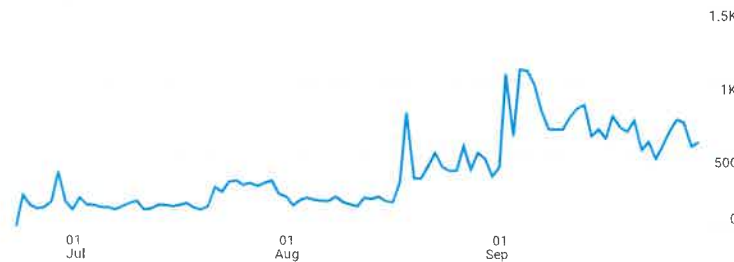
BackToLifeWV.org Reporting

Custom Jun 24 - Sep 28, 2021

All Users

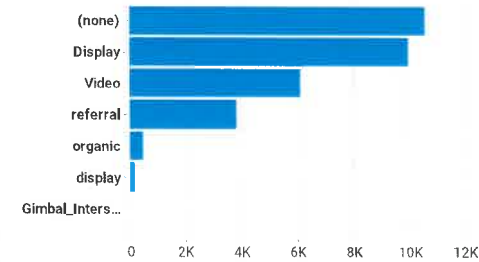
Add comparison

Users 31K Event count 146K Conversions 0 Total revenue \$0.00



WHERE DO YOUR NEW USERS COME FROM?

New users by First user medium

[View user acquisition](#)

WHAT ARE YOUR TOP CAMPAIGNS?

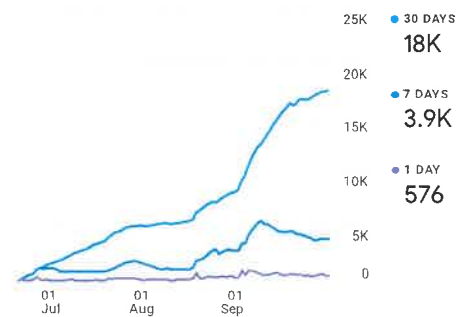
Sessions by Session medium

SESSION MEDIUM	SESSIONS
(none)	14K
Display	12K
Video	8.3K
referral	3.9K
organic	634
display	141
Gimbal_Int...al_320x480	21

[View traffic acquisition](#)

HOW ARE ACTIVE USERS TRENDING?

User activity over time



WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREE...	VIEWS
Back To Life WV...loid addiction...	43K
Naloxone Educa...ck To Life WV	8.2K
Naloxone - Back To Life WV	1.2K
Treatment - Back To Life WV	642
Stories - Back To Life WV	511
Getting Help - Back To Life WV	385
Opioid Addictio...ack To Life WV	375

[View pages and screens](#)

SMART529 Project Update
Thursday, June 4, 2020

Social Media

- June posts have been scheduled and approved in Hearsay
- TMG is working on July posts

WIGU 2020

- Final Entry Count **all-time high record was previously 2013 4,609 student entries*
 - Students – 4,662
 - Teachers – 51
- All winners have been now been notified
- Updated winners list (with all updates) is attached
- Facebook Live on 5/29 went very well
- 2020 Announcement Event scheduled for September 9
- TMG is working on entrant letters/emails thanking them for entering the contest

Collegiate Sponsorships

- TMG is negotiating 2020-2021 package options with both WVU & MU.
- While the details of the 2020 athletics seasons are still being ironed out, both schools are moving forward as if there will be a season. Additionally each has language in their contracts for contingency plans in the event that their season doesn't look like it typically would.

Digital 2020

- TMG is working on updated creative for 2020 digital ads

Tabletop Display

- We are working on an updated display for Jorn. Artwork is currently awaiting compliance's approval

SMART529 Project Update
Thursday, September 24, 2020

Social Media

- TMG is working on October content for Facebook

WIGU 2020

- School Check Distribution
 - Hand Delivered 9/23 – St. Joseph's the Worker & Wheeling Country Day School
 - Hand Delivered 9/30 – Geary Elementary
 - All Other checks mailed USPS 9/18

WVU Sponsorship

- WVU contract has been signed

Digital 2020

- TMG is working on updated creative for 2020 digital ads

WIGU 2021

- TMG is working with Hartford Funds on newsletter content
- Alternative plans for contest materials if school is not in session January 4

SMART529 Project Update
Thursday, November 19, 2020

Social Media

- TMG is working on December content for Facebook

WIGU 2020

- TMG/Hartford are working on assets for Meet the Winners page

WVU Sponsorship

- Fan365 ads are running and look great!
- Current Campaign Stats
 - 458,081 impressions
 - 987 clicks
 - 0.22% CTR

Digital 2020

- TMG is working on updated creative for 2020 digital ads

Spelling Bee 2021

- Contract has been signed
- Study Guide (with Full Page ad) will go out to participating schools after Thanksgiving
- Artwork is with vendor

WIGU 2021

- Updated drafts of WIGU materials coming this week (with language added for electronic submissions)
 - Legal Approval on Teacher, Student newsletters – awaiting Classroom Flyer
 - All materials & mailing list to vendor – 11/20
- Shipping boxes are in production

CRFP: HHR2200000001 - Advertising Services

ONS 2021 Work Order Deliverables
Status Updated 7/28/21

	Design/Layout
	Out for Approval
	Revisions
	With Printer
	Delivered
	Awaiting Content

<u>Job</u>	<u>Specs</u>	<u>Quantity</u>	<u>Project Status</u>
<u>Food List</u>			
Stocking Your Pantry	TBD	25,000	TMG working on Design/Layout
Infant Foods to Cash Value Benefit Substitution	TBD	25,000	Awaiting files / content
FMNP Vouchers and Coupon Booklet		3,750 booklets containing 4 \$5 vouchers	TMG working on updated Design/Layout
<u>Outreach</u>			
Income Guideline Posters (OR-2)	8.5x14 heavy stock; 4 color process; shrink wrapped packages of 25	3,750	Updated files with Jamie for final review/approval.
Income Guideline Posters - Spanish (OR-2A)	8.5x14 heavy stock; 4 color process; shrink wrapped packages of 25	500	Updated files with Jamie for final review/approval.
Outreach Brochure (OR-1)	tri-fold; 8.5x11; 4 color process; shrink wrapped packages of 25	50,000	Updated files with Jamie for final review/approval.
Outreach Brochure - Spanish (OR-1A)	tri-fold; 4 color process; shrink wrapped in packages of 25	2500	Updated files with Jamie for final review/approval.
Income Outreach Flyer (OR-3)	8.5x11 heavy stock; 4 color process; shrink wrapped in packages of 50	50,000	Updated files with Jamie for final review/approval.
Income Outreach Flyer - Spanish (OR-3A)	8.5x11 heavy stock	4,000	Updated files with Jamie for final review/approval.
Innovation Grant Physician Packet		5,000	Awaiting files / content
<u>Vendor</u>			
MailChimp Newsletter Template	HTML templates-Spring, Summer, Fall, Winter	4	Header & Footer Options with Cindy
Frozen Vegetable Cooler Decal	5x5 window cling decal	1500	Artwork options with Cindy
Fresh Produce Promotional Piece	6" Circle	1000	Artwork options with Cindy
<u>Education</u>			
Get the Facts		25,000	Awaiting files / content
Smoking and Pregnancy - Spanish	8.5 X 11, front & back, glossy white paper	5,000	English version with Emma for final review before translation.
From Hurt to Healing - Spanish	8.5 X 11, front & back, glossy white paper	5,000	English version with Emma for final review before translation.

Your Growing Baby - Spanish	8.5 X 11, front & back, glossy white paper	5,000	Spanish version with Emma for final review before translation.
Next Steps for Your Health		25,000	Awaiting files / content
Purchase Order Approved ADO WIC21000000013 1	May 1, 2021 - September 30, 2021		

CRFP: HHR2200000001 - Advertising Services

ONS 2021 Work Order Deliverables
Status Updated 8/30/2021

Design/Layout	With Printer
Out for Approval	Delivered
Approved	Awaiting Content
Revisions	On Hold

Job	Specs	Quantity	Project Status
Food List			
Stocking Your Pantry	TBD	25,000	On Hold
Infant Foods to Cash Value Benefit Substitution	TBD	25,000	Awaiting files / content
FMNP Vouchers and Coupon Booklet		3,750 booklets containing 4 \$5 vouchers	Updated option with Emily for review. Project on hold until banking info is finalized
Outreach			
Income Guideline Posters (OR-2)	8.5x14 heavy stock; 4 color process; shrink wrapped packages of 25	3,750	Project with Printer (awaiting proof)
Income Guideline Posters - Spanish (OR-2A)	8.5x14 heavy stock; 4 color process; shrink wrapped packages of 25	500	Project with Printer (awaiting proof)
Outreach Brochure (OR-1)	tri-fold; 8.5x11; 4 color process; shrink wrapped packages of 25	50,000	Project with Printer (awaiting proof)
Outreach Brochure - Spanish (OR-1A)	tri-fold; 4 color process; shrink wrapped in packages of 25	2500	Project with Printer (awaiting proof)
Income Outreach Flyer (OR-3)	8.5x11 heavy stock; 4 color process; shrink wrapped in packages of 50	50,000	Project with Printer (awaiting proof)
Income Outreach Flyer - Spanish (OR-3A)	8.5x11 heavy stock	4,000	Project with Printer (awaiting proof)
Innovation Grant Physician Packet		5,000	Awaiting files / content
Vendor			
MailChimp Newsletter Template	HTML templates-Spring, Summer, Fall, Winter	4	Header & Footer Options with Cindy
Frozen Vegetable Cooler Decal	5x5 window cling decal	1500	Artwork options with Cindy
Fresh Produce Promotional Piece	6" Circle	1000	Artwork options with Cindy
Education			
Get the Facts		25,000	Updated file with Emma.
Smoking and Pregnancy - Spanish	8.5 X 11, front & back, glossy white paper	5,000	Updated file with Emma.
From Hurt to Healing - Spanish	8.5 X 11, front & back, glossy white paper	5,000	Already in stock, not printing at this time.
Your Growing Baby - Spanish	8.5 X 11, front & back, glossy white paper	5,000	Already in stock, not printing at this time.
Next Steps for Your Health		25,000	Awaiting files / content
Action Journal	6" x 9", 40 pgs + covers, perfect bound	300	Project with Printer
Purchase Order Approved ADO WIC21000000013 1			
May 1, 2021 - September 30, 2021			

CRFP: HHR2200000001 - Advertising Services

ONS 2021 Work Order Deliverables
Status Updated 9/24/2021

	Design/Layout		With Printer
	Out for Approval		Delivered
	Approved		Awaiting Content
	Revisions		On Hold

<u>Job</u>	<u>Specs</u>	<u>Quantity</u>	<u>Project Status</u>
Food List			
Stocking Your Pantry	TBD	25,000	On Hold
Infant Foods to Cash Value Benefit Substitution	TBD	25,000	Awaiting files / content
FMNP Vouchers and Coupon Booklet		3,750 booklets containing 4 \$5 vouchers	Updated option with Emily for review. Project on hold until banking info is finalized
Outreach			
Income Guideline Posters (OR-2)	8.5x14 heavy stock; 4 color process; shrink wrapped packages of 25	3,750	Project with Printer
Income Guideline Posters - Spanish (OR-2A)	8.5x14 heavy stock; 4 color process; shrink wrapped packages of 25	500	Project with Printer
Outreach Brochure (OR-1)	tri-fold; 8.5x11; 4 color process; shrink wrapped packages of 25	50,000	Project with Printer
Outreach Brochure - Spanish (OR-1A)	tri-fold; 4 color process; shrink wrapped in packages of 25	2500	Project with Printer
Income Outreach Flyer (OR-3)	8.5x11 heavy stock; 4 color process; shrink wrapped in packages of 50	50,000	Project with Printer
Income Outreach Flyer - Spanish (OR-3A)	8.5x11 heavy stock	4,000	Project with Printer
Healthcare Brochure - Physician Packet	8.5 x 11 folded, 8 pgs + cover, saddle stitched	5,000	Revisions back with Jamie.
Vendor			
MailChimp Newsletter Template	HTML templates-Spring, Summer, Fall, Winter	4	Delivered
Frozen Vegetable Cooler Decal	5x5 window cling decal	1500	Project with Printer
Fresh Produce Promotional Piece	6" Circle	1000	Project with Printer
Education			
Get the Facts		25,000	Updated file with Emma.
Smoking and Pregnancy - Spanish	8.5 X 11, front & back, glossy white paper	5,000	Updated file with Emma.
From Hurt to Healing - Spanish	8.5 X 11, front & back, glossy white paper	5,000	Already in stock, not printing at this time.
Your Growing Baby - Spanish	8.5 X 11, front & back, glossy white paper	5,000	Already in stock, not printing at this time.
Next Steps for Your Health		25,000	Awaiting files / content
Action Journal	6" x 9", 40 pgs + covers, perfect bound	300	Delivered
WIC-53 Formula Form	8.5x11" pads	500	Updated file with Emma.
Exit Counseling Handout	8.5x11"	20,000	Updated file with Emma.
Purchase Order Approved ADO WIC2100000013 1			
May 1, 2021 - September 30, 2021			



Group Report

October 1, 2018 - September 30, 2019

Understand growth and health of your social profiles





Included in this Report

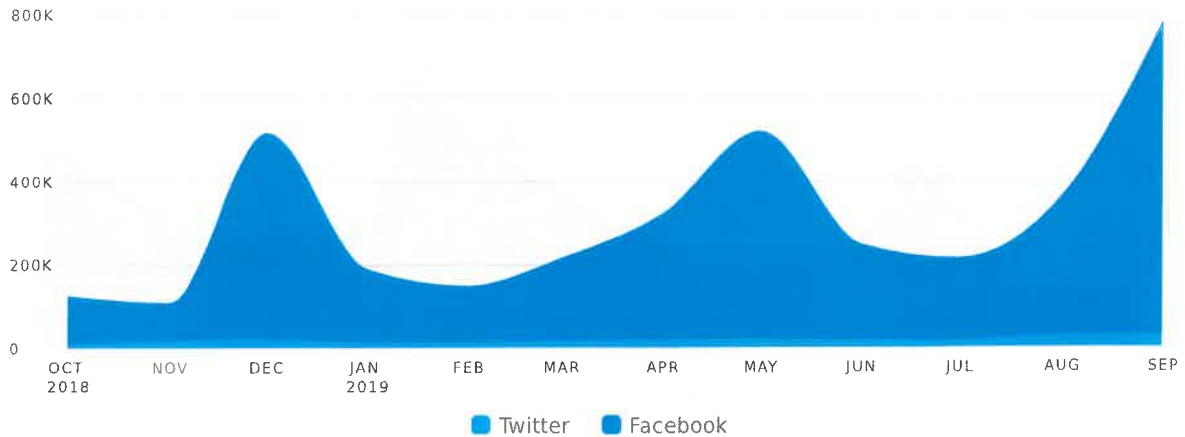
 WV GHSP

 West Virginia Governor's Highway Safe...



Group Impressions

Impressions Per Month

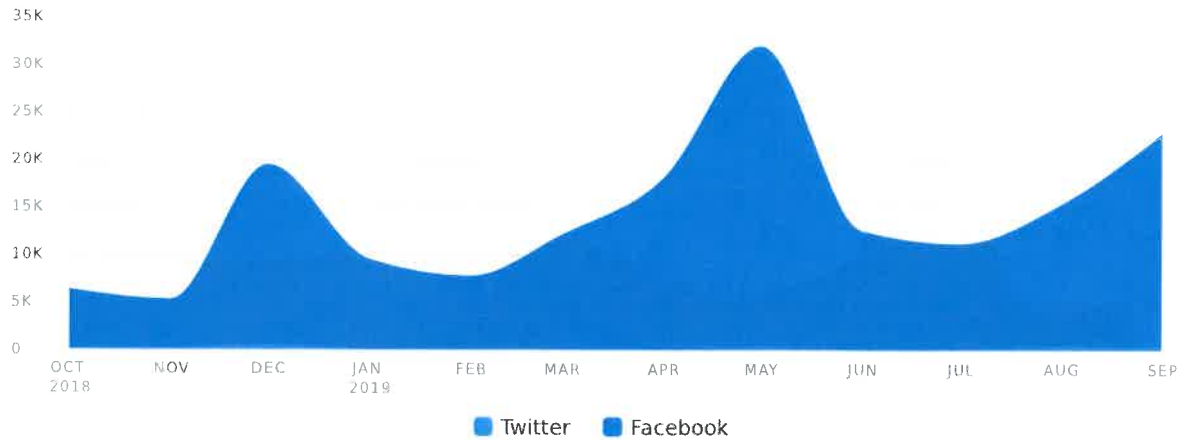


Impressions Metrics	Totals	% Change	Total Impressions decreased by ↘ 2.8% since previous date range
Total Impressions	3,750,214	↘ 2.8%	
Twitter Impressions	228,408	↗ 13%	
Facebook Impressions	3,521,806	↘ 3.7%	



Group Engagement

Engagements Per Month



Engagement Metrics

Total Engagements

172,367 ↗ 35.9%

Twitter Engagements

2,607 ↘ 11.6%

Facebook Engagements

169,760 ↗ 37%

The number of engagements increased by

↗ 35.9%


since previous date range

Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Message Sent	Engagements	Engagements per Message Sent	Link Clicks
WV GHSP @WVhighways...	506	19.3%	1,399	228.4k	163.3	2,607	1.9	349



Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Message Sent	Engagements	Engagements per Message Sent	Link Clicks
 Wes...ogram Business Page	8,657	4.9%	1,377	3.5m	2,557.6	169.8k	123.3	40.8k



Facebook Pages
for **Families Strong West Virginia**

March 21, 2021 - March 31, 2021

Determine your impact on Facebook by analyzing your Facebook Page activity





Facebook Performance Summary

View your key profile performance metrics from the reporting period.

Impressions

5,182 ↗476%

Engagements

396 ↗1,031%

Post Link Clicks

17 ↗325%



Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day



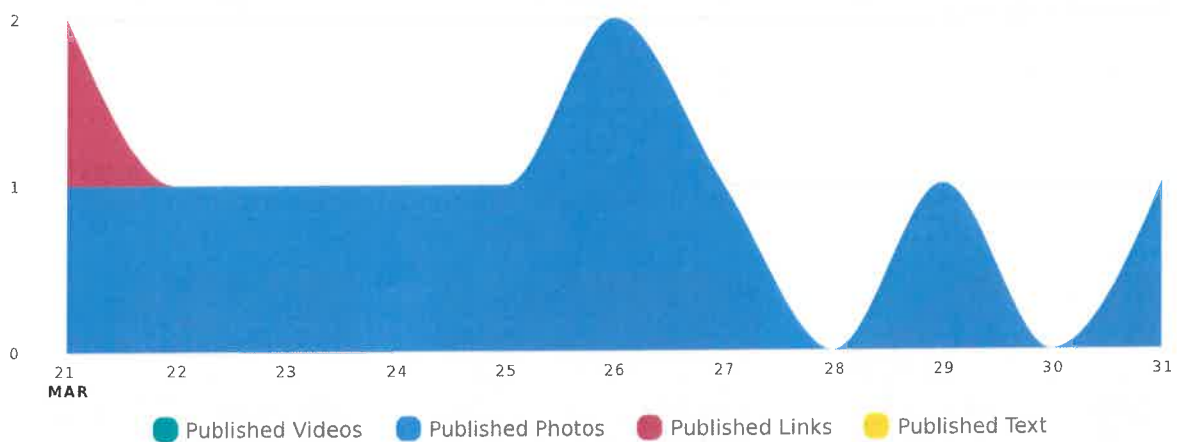
Audience Metrics	Totals	% Change
Fans	295	↗2.79%
Net Page Likes	8	↘27.27%
Organic Page Likes	8	↘27.27%
Paid Page Likes	0	→0.00%
Page Unlikes	0	→0.00%



Facebook Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Day



Publishing Behavior by Content Type







	Totals	% Change
Total Published Posts	11	↗ 1,000%
Published Videos	0	→ 0%
Published Photos	10	↗ 900%
Published Links	1	↗ -
Published Text	0	→ 0%



Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

By Lifetime Engagements

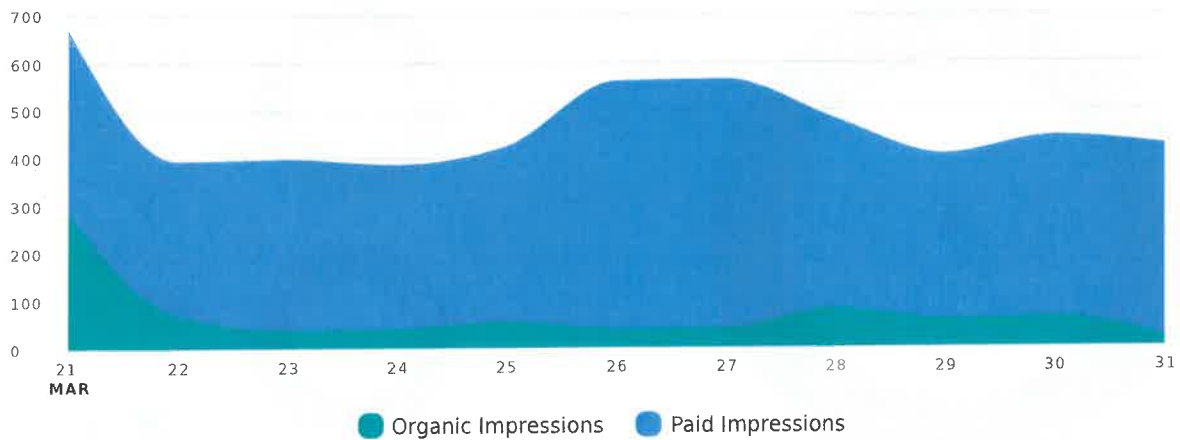
Facebook Post		Facebook Post		Facebook Post	
	Families Stron... Mon 3/29/2021 10:36 a...		Families Stron... Thu 3/25/2021 1:12 pm ...		Families Stron... Wed 3/24/2021 4:24 pm ...
<p>Families Strong is a support group developed to support families impacted by</p> 		<p>Ask about our incentive program. You can earn up to \$50 by simply participating.</p> 		<p>Families Strong is a support group developed to support families impacted by</p> 	
Total Engagements	1	Total Engagements	1	Total Engagements	1
Reactions	0	Reactions	0	Reactions	1
Comments	0	Comments	0	Comments	0
Shares	0	Shares	0	Shares	0
Post Link Clicks	1	Post Link Clicks	1	Post Link Clicks	-
Other Post Clicks	0	Other Post Clicks	0	Other Post Clicks	0



Facebook Impressions

Review how your content was seen by the Facebook community during the reporting period.

Impressions Breakdown, by Day



Impression Metrics

Totals

% Change

Total Impressions

5,182 ↗ 476.42%

Organic Impressions

799 ↗ 23.11%

Paid Impressions

4,355 ↗ 1,879.55%

Average Daily Impressions per Page

471.09 ↗ 476.42%

Average Daily Reach per Page

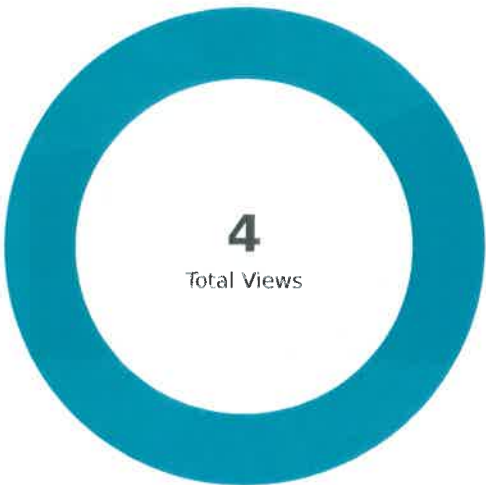
415 ↗ 520.24%



Facebook Video Performance

View your aggregate video performance during the reporting period.

View Metrics



Organic Partial
4

Viewing Breakdown



Organic Views
100%



Paid Views
0%

Click Plays
0%

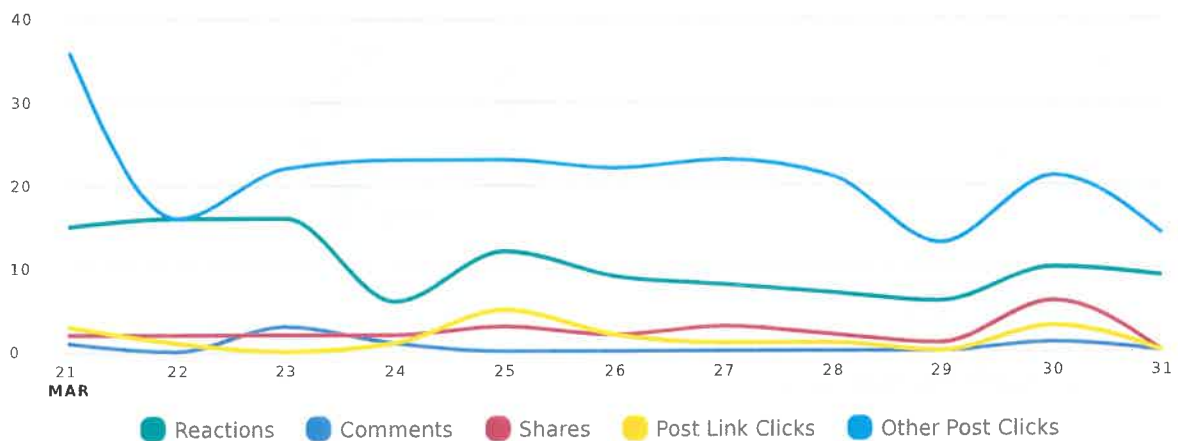
Auto Plays
100%



Facebook Engagement

See how people are engaging with your posts during the reporting period.

Engagements Comparison, by Day



Engagement Metrics

Total Engagements

Engagement Metrics	Totals	% Change
Total Engagements	396	↗ 1,031.43%
Reactions	114	↗ 850.00%
Comments	6	↗ 100.00%
Shares	25	↗ 525.00%
Post Link Clicks	17	↗ 325.00%
Other Post Clicks	234	↗ 1,460.00%

Engagement Rate (per Impression)

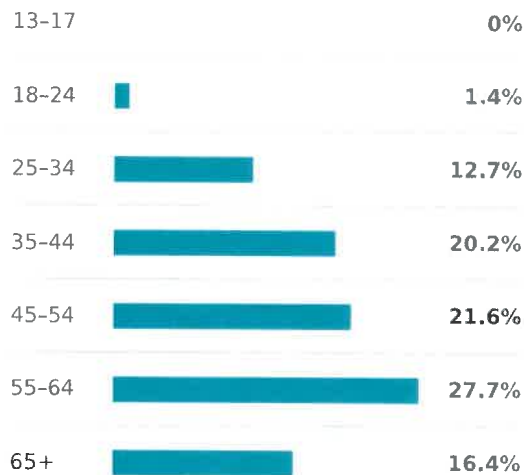
7.6% ↗ 96.29%



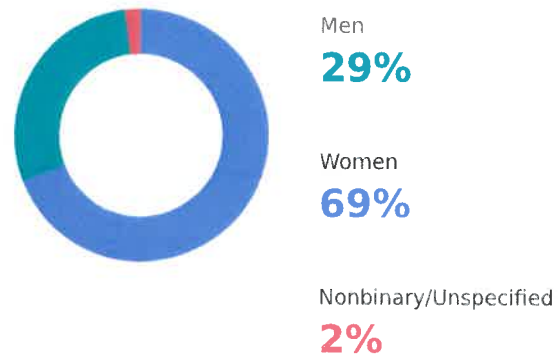
Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age ⓘ



Audience by Gender ⓘ



Women between the ages of **55-64** appear to be the leading force among your fans.

Audience Top Countries

	United States	288
	Canada	2
	Nigeria	1
	Rwanda	1

Audience Top Cities

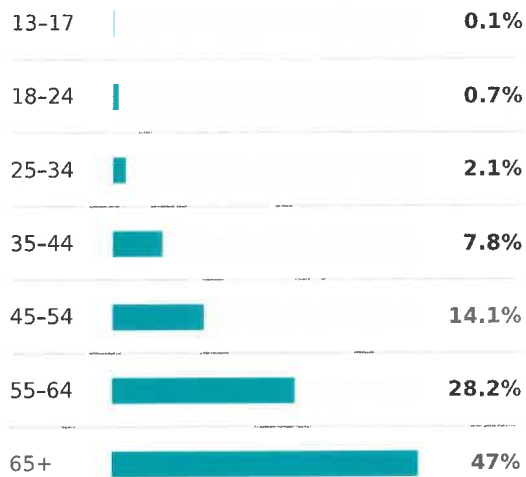
Charleston, WV	44
Baltimore, MD	37
Ellicott City, MD	6
Morgantown, WV	6
Owings Mills, MD	6



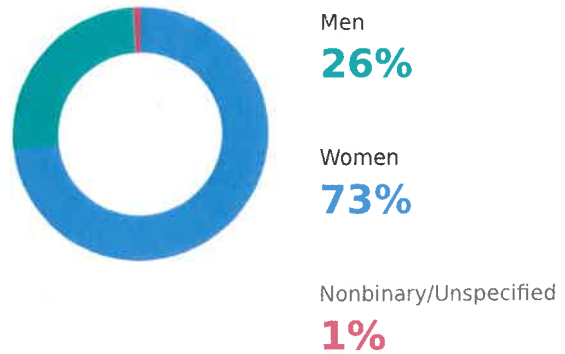
Facebook People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

People Reached by Age ⓘ



People Reached by Gender ⓘ



Women between the ages of **65+** have a higher potential to see your content and visit your Page.

People Reached Top Countries

United States

Daily Average

424.57

Canada

0.29

Rwanda

0.14

People Reached Top Cities

Daily Average

Charleston, WV

17.14

Parkersburg, WV

10.71

Fairmont, WV

9

Huntington, WV

9

Clarksburg, WV

8.43



Facebook Pages | 10 of 10

Facebook People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reporting period.



Data Unavailable

We are unable to retrieve all of your data at this time.

[Learn More](#)

Facebook Pages

Review your aggregate page metrics from the reporting period.

Page ^	Fans	Net Page Likes	Published Posts	Impressions	Engagements	Post Link Clicks
Reporting Period	295	8	11	5,182	396	17
Mar 21, 2021 - Mar 31, 2021	↗ 2.8%	↘ 27.3%	↗ 1,000%	↗ 476%	↗ 1,031%	↗ 325%
Compare to	287	11	1	899	35	4
Mar 10, 2021 - Mar 20, 2021						
Families Strong W...	295	8	11	5,182	396	17



Families Strong WV Email Reporting 5/25/21 - 7/25/21

Title	Subject	List	Send Date	Send Weekday	Total Recipients	Successful Deliveries	Soft Bounces	Hard Bounces	Total Bounces	Times Forwarded	Unique Opens	Open Rate	Total Opens	Unique Clicks	Click Rate	Total Clicks	Unsubscribes	Abuse Complaints
FSWV 21 Million	Do you know someone dealing with substance abuse disorder?	Families Strong WV	5/25/2021 11:40	Tuesday	493	480	9	4	13	0	116	24.17%	489	9	1.88%	28	2	0
FSWV Thoughts	You are not responsible!	Families Strong WV	6/1/2021 11:55	Tuesday	488	481	7	0	7	0	139	28.90%	819	13	2.70%	56	1	0
FSWV 6/30 Group	There's still time! 还有时间	Families Strong WV	6/10/2021 9:12	Thursday	490	481	8	1	9	0	90	18.71%	636	8	1.66%	35	1	0
FSWV Isolation	You are not alone! 你并不孤单	Families Strong WV	6/15/2021 9:44	Tuesday	488	480	8	0	8	0	74	15.42%	206	7	1.46%	58	1	0
FSWV Set Limits	It doesn't have to be this way.	Families Strong WV	6/22/2021 11:28	Tuesday	504	497	7	0	7	0	120	24.14%	518	11	2.21%	51	2	0
FSWV Pace	Remember, you set the pace.	Families Strong WV	6/29/2021 11:37	Tuesday	502	494	0	8	8	0	101	20.45%	156	3	0.61%	6	3	0
FSWV BraxtonCo	Don't neglect yourself!	Families Strong WV	7/6/2021 11:43	Tuesday	491	487	0	4	4	0	89	18.28%	202	5	1.03%	8	3	0
FSWV 8/4 Group	There's still time! 还有时间	Families Strong WV	7/20/2021 11:38	Tuesday	488	484	2	2	4	0	104	21.49%	697	4	0.83%	24	1	0
					3,944	3,884	41	19	60	0	833	21.45%	3,723	60	1.55%	266	14	0

Addendum F

Casting



Bureau for Behavioral Health's State Opioid Response (SOR) Grant

Back to Life West Virginia, Anti-Stigma Campaign

Personal Testimonial: Volunteer Information Sheet

Provide contact information.
<p>Name: Lisa</p> <p>Number: [REDACTED]</p> <p>Email: [REDACTED]</p> <p>Preferred method of contact: N/A</p> <p>Preferred day(s) for contact: N/A</p> <p>Preferred time to contact: N/A</p>
<p>Please give a little background, the SOR team would like to make sure that people from "all walks of life" are represented in the <i>Back to Life</i> anti-stigma campaign. Who was affected by a substance use disorder (SUD)? (You, family members, friends, significant others, any combination of individuals, etc)</p>
<p>I had the substance use disorder, but I never used drugs until I was 30. My drug use affected everyone in my life, my family, my husband, my stepson, everyone. It really hurt them, to this day I try hard to make it up to them, what I put them through. They have forgiven me, and we are moving past it but I know it hurt them. I came from a family with cops, so no one expected me to be on drugs. I hid it really well from everyone for a long time, but eventually they put together what was happening.</p> <p>People found out that I had a problem because things or money would go missing after I visited them. I was the only one there and things would be gone, it had to be me, there wasn't anyone else around. I stole from everyone. At some point my family accused me and they called the cops on me to do a welfare check. I hadn't slept in probably two weeks, at the time, I was just lost. I left my job and was just doing drugs all the time. When the cop came to do the welfare check he was telling me my family was worried and my husband was worried about me. I finally got annoyed with everyone accusing me any I just told the cop I'm on drugs. I didn't care what they thought, so I just started pushing everyone away. I left my husband for my drug dealer, I went off the radar with everyone for about 6 months. I spent every day on drugs of running around to get drugs.</p>
<p>How did you (or your loved one) start experimenting with substances? When did you (or your loved one) begin experimenting with substances? What substance(s) contributed to the SUD? When did it become obvious to you that it was a SUD and not recreational use?</p>
<p>Never touched drugs, but when I was 30 my boyfriend at the time was on heroine and I worked really hard to get him off heroine and got him on suboxone. He convinced me to try using suboxone, when him and I broke up I moved back home, and I was addicted to suboxone. I used to get it from this girl that I know here. I went one day to get it and she was like, 'I don't have any suboxone, but I have meth.' I tried meth and because of that I lost two years of my life to meth. I was using suboxone, meth, heroine, cocaine, anything I could get my hands on. I tried everything.</p>

I knew I had a problem when I couldn't function without taking meth. It got to be I would show up to work, as a CNA at a nursing home, and I would be texting my dealer like 'I need meth, please bring it to my work.' I couldn't go to work without meth in my system and when I got off work, I was ready to do heroine so I could come down and go to bed. I lost 120 lbs. in 6 months, everyone knew something was wrong, they just didn't expect it to be heroine or meth. I didn't stop then my addiction kept going.

I got into recovery because I hit bottom for about the millionth time, I was so used to it. I woke up one morning and I hadn't seen my stepson in like 8 months, he means so much to me because I can't have my own kids. It really hurt me. I missed my husband. My husband and I were separated, and he had a girlfriend and was happy. I was thinking here I am alone in my apartment, I don't have my family, I don't have my husband, I don't have my son, all my friends were gone. At that time, I hadn't done drugs in two days, I was just so depressed I had cut everybody off and was just at home alone. I woke up and called my husband and said I want to go to detox, I can't handle this anymore. He said if you're serious and you'll really go to detox, I'll come home, and we can work this out.

Being in that life just wasn't what I wanted anymore. I had used Narcan on a boy twice, he was dead for like 3-minutes, I had to do CPR on him, and no one helped me they just watched. At one point there were two guys that wanted to steal my car, so they were going to overdose me and kill me to get it. Those experiences really affected me, like 'what the hell am I doing?' I have all these people that love me and here I am running around with these drug dealers and not caring about myself at all. I was just so lost. That's when I decided I had to go to detox, it wasn't an option for me to keep going on like that.

After detox I came straight home to my husband, we were both contract CNAs, so we took jobs away from home and moved there. That gave me time to get where I needed to be and not be around all those same people and triggers. I got on vivitrol and then switched to suboxone, but I was going to meetings. My husband was going with me to meetings.

What has been the internal motivation to maintain recovery? What personal or professional goals have you been able to accomplish in recovery?

Looking back at myself and how low I was. My self esteem was terrible, I never want to go back to being that person. That person was miserable and hated everybody, only cared about herself and I hurt so many people along the way that still to this day I am trying to make up for that with my family. They forgave me a long time ago, but I still try even harder because I know I hurt them so bad.

This job is the biggest accomplishment that I've done professionally. As soon as I got clean, I knew this is the one thing I wanted to do so bad. I want to be the help that I never had when I was in active addiction. I never got on Facebook and saw somebody saying, 'I want to help you'. I do that everyday on my personal Facebook, I give out my contact information and say if you want help or if you're going to use and need someone to talk to call me. I get calls and help people all the time, that's rewarding to me because I never had that before. I want to be that person people in active addiction can count on, because they don't usually have a person

in their life like that, they've pushed them all away. They need a way to be helped and get out of that situation.

What impact has the recovery community had on maintaining recovery? How has the greater community you live supported/contributed to you staying in recovery? What support(s) were essential to your recovery? Why were those supports so important to helping you maintain recovery?

I see now there's all these resources to help people, I didn't know that before when I was in active addiction. Community outreach and harm reduction, there's people out there that can help with anything, if you just reach out. I went to support meetings, NA meetings, and groups here at FMRS- I loved the groups here at FMRS-that's what got me going more.

People outside of the recovery community have been supportive and cheerleaders. If I show people where I've been and now, they are always impressed and giving positive feedback. I think our community is very supportive of things like that in West Virginia. People tell me all the time that they're so proud of me. People reach out and ask for help for family members in active addiction. There's a strong sense of community here.

Meetings and the intense groups in detox. I had to realize that there are steps and things are day by day. At first, it's overwhelming knowing there are all these things you must do to change and stay in recovery. The structure that the CSU gave me helped a lot.

Advice on how the WV community can help those in active addiction or in recovery:

Substance use disorder can happen to anyone, it doesn't discriminate. I never dreamed that at age 30 I would where I was. If you see someone that's in addiction be supportive, don't be negative, that's the last thing you want to hear. People in active addiction need positivity and nonjudgmental encouragement.

Bureau for Behavioral Health's State Opioid Response (SOR) Grant

Back to Life West Virginia, Anti-Stigma Campaign

Personal Testimonial: Volunteer Information Sheet

Provide contact information.
Name: Annette [REDACTED]
Number: [REDACTED]
Email: [REDACTED]
Preferred method of contact: Email
Preferred day(s) for contact: N/A
Preferred time to contact: Not Fridays
Please give a little background, the SOR team would like to make sure that people from "all walks of life" are represented in the <i>Back to Life</i> anti-stigma campaign. Who was affected by a substance use disorder (SUD)? (You, family members, friends, significant others, any combination of individuals, etc)
I was introduced to alcohol and drugs at parties in middle and high school, but my substance use disorder eventually affected my family, friends, college, and job.
How did you (or your loved one) start experimenting with substances? When did you (or your loved one) begin experimenting with substances? What substance(s) contributed to the SUD? When did it become obvious to you that it was a SUD and not recreational use?
When I was younger we went to parties and hung out, a friend with an older sister introduced us to weed. We were in middle school and the sister was in high school. I started using cocaine at 18. When we were trying to find cocaine to use it, it was hard to find, that's why I started selling because I hated running and losing money to find it. Or I dated guys that were selling so that I always had it. I went to prison for selling it, that was 12 counts. I didn't really understand that I had a problem until I went to prison and that was really a time when I could look back and reflect on the things that happened. I was using alcohol, marijuana and selling and using cocaine. I got probation one time but that didn't stop me from selling. I wasn't addicted to opioids, but I was selling them for money and I didn't realize how many people I was hurting.
What has been the internal motivation to maintain recovery? What personal or professional goals have you been able to accomplish in recovery?
I was in prison for 3 years, I made a promise to myself, my family and God that I wouldn't go back to that life again. No one or nothing can bring my back down to where I was, I won't let them. Yoga really helped in my recovery, being present and connecting with a higher power, I was religious but that took it to another level. RSAT in prison, recovery journey probably started there. Learned what my negative behaviors were because we identified them ourselves and others called us out on our bad habits. We also focused on our positive behaviors, to help build those up. Did NA, cognitive behavioral therapy, role playing; I use all those things with my clients now. Being held accountable to the people running the program and the other participants.

When I found out my ex-husband was using opioids, I went right away and took a Narcan class and that's kind of how I ended up in this line of work, being a PRSS. I wasn't thinking about being a PRSS when I was working as the general manager at Firehouse Subs. I hired pretty much all felons, because I wanted to give them a chance. But I didn't realize that was basically reentry.

I was able to get custody of my oldest son back just this year. It took a lot of work to get him back, so that was a major accomplishment for me. I was getting a new primary care physician and we were just talking about me and recommended that I looking into the recovery coach academy. I took that class and that's where I met my boss now.

What impact has the recovery community had on maintaining recovery? How has the greater community you live supported/contributed to you staying in recovery? What support(s) were essential to your recovery? Why were those supports so important to helping you maintain recovery?

Knowing that there are so many other people out there that has been through pretty much the same thing as me, helps me feel better. You know having that support and for the most part non-judgmental atmosphere really helps. My recovery is faith based, the community has supported me through prayers and unconditional love. Warm Hands from Warm Hearts was a place that opened just after I got out of prison, my friend and I were trying to support each other and decided to go there for help. I started working there and helping people as much as I could, at that point I knew I wanted to be a recovery coach.

Good primary care physician that understands recovery and the health needs of someone in recovery.

Advise for people to help those in recovery:

Educate yourself, look into recovery language, that stigma can really be a hinderance and offensive, person first, respectful language when talking to or about, having Narcan on hand training,

Bureau for Behavioral Health's State Opioid Response (SOR) Grant

Back to Life West Virginia, Anti-Stigma Campaign

Personal Testimonial: Volunteer Information Sheet

Provide contact information.
Name: Edna [REDACTED]
Number: [REDACTED]
Email: [REDACTED]
Preferred method of contact: Phone
Preferred day(s) for contact: Outside of 7:00am - 3:30 pm Monday through Friday, Saturdays in the afternoon are acceptable
Preferred time to contact:
Please give a little background, the SOR team would like to make sure that people from "all walks of life" are represented in the <i>Back to Life</i> anti-stigma campaign. Who was affected by a substance use disorder (SUD)? (You, family members, friends, significant others, any combination of individuals, etc)
I grew up in an abusive household, my father was physically abusive to myself and my mother. Substance use was normalized in my immediate and extended family. My mother, father, extended family, friends, and myself were involved with substance use disorder.
How did you (or your loved one) start experimenting with substances? When did you (or your loved one) begin experimenting with substances? What substance(s) contributed to the SUD? When did it become obvious to you that it was a SUD and not recreational use?
My parents drank and played cards at night; I had my first drink at 9 years old, that's how it started for me. After that I began using marijuana and cocaine, to be able to support my habit I began selling and trafficking cocaine.
In 1998, it became clear to me that there was a problem. My friends and family told me if I didn't stop and kept on like this I was going to die. I couldn't stop drinking and almost overdosed several times. My dad and I were getting high together and I took too much and couldn't breathe he gave me mouth to mouth and they had to call an ambulance. I was in and out of health and treatment facilities and the doctors told me I couldn't just stop using or I would die. But when I went to prison for the second time is when I really was saved, if I didn't go to prison that time then I wouldn't be here. I keep my prison ID card and you can see the before and after, I do that to show people and to remind myself. You can see in the picture that I just didn't look good; I look younger now than in the prison ID.
What has been the internal motivation to maintain recovery? What personal or professional goals have you been able to accomplish in recovery?
When I went to prison that second time, I found the glory of God and gave my life to Him. God and religion have helped me keep motivated to stay in recovery, we worked hard to be here for 18 years, it's no good spoiling all that work for drugs; God is my strength. I stay away from people, places, and things that are triggers and do my best to respect the boundaries I have to stay away from drugs and old habits. My personal and professional goals in recovery

are to help people who suffer from addiction, it's just so sad to see what that does to a person. Being a PRSS has been the first step in my journey to help other people like me to get on a path of wellness and recovery. My dream would be to go into ministry for correctional facilities or open a [unclear if treatment or recovery] facility. I want to see people get better.

What impact has the recovery community had on maintaining recovery? How has the greater community you live supported/contributed to you staying in recovery? What support(s) were essential to your recovery? Why were those supports so important to helping you maintain recovery?

My path to recovery has really been lead by religion and my church community. Recovery meetings that are faith-based have been where I like to go, Celebrate Recovery is so good. You know, all these resources and meetings for people in recovery are new, when I was first trying to get clean and into treatment, they only had those 28-day facilities and you know, that just didn't do anything to help. Or there used to be just NA and AA meetings, I like those, and I will go once and a while, but Celebrate Recovery is really doing great things for people. I do encourage people to go to the NA and AA meetings as long as you go there for the right reasons, they help. When you're in treatment or recovery talking to someone who knows what you went through helps, you feel better knowing they understand. Those groups help you feel supported and like you can do it!

Bureau for Behavioral Health's State Opioid Response (SOR) Grant

Back to Life West Virginia, Anti-Stigma Campaign

Personal Testimonial: Volunteer Information Sheet

Provide contact information.
Name: Jamie [REDACTED]
Number: [REDACTED]
Email: [REDACTED]
Preferred method of contact: email or text
Preferred day(s) for contact: Monday-Friday
Preferred time to contact: 9:00 am - 5:00 pm
Please give a little background, the SOR team would like to make sure that people from "all walks of life" are represented in the <i>Back to Life</i> anti-stigma campaign. Who was affected by a substance use disorder (SUD)? (You, family members, friends, significant others, any combination of individuals, etc)
My father. Growing up, most of my former friends, and myself.
How did you (or your loved one) start experimenting with substances? When did you (or your loved one) begin experimenting with substances? What substance(s) contributed to the SUD? When did it become obvious to you that it was a SUD and not recreational use?
I started drinking when I was 12, it was mostly normalized in my family to drink. No one really encouraged me to drink, but they didn't exactly discourage me either. When I was in high school, I realized that I had a problem with alcohol. It wasn't - in my mind at the time - super bad or as bad as some of the people in my family, so I didn't really worry about it too much. When I went away to college a whole other world was kind of opened up to me with Ecstasy and Molly. It started off rather innocent. I was 18 and trying my hand at recovery for the first time. I knew I drank too much and I didn't like the person I turned into when I drank. I didn't know as much about recovery as I do now and I still wanted to go out with my friends and have "fun" and I didn't think I could have fun without being on something. One of my friends offered me something - which they said was X. It was completely different from alcohol and it was the first time that I had experimented with drugs. Soon, I wasn't drinking anymore but I was taking Molly every chance I got. One of the many problems of Molly is that you don't always know what you're getting and it can be expensive to get. Pretty soon, I wasn't just doing it when I had free time, it was any time I had the chance, any time I felt bad, any time I felt I couldn't deal with "the real world". I realized that I'd spent most of the money I had for living expenses on drugs. It didn't make me stop, but it did make me think really hard about my life choices. Then, thinking about life choices was too depressing, so I'd use again. I got into recovery when I was 21. By that point I was cycling between alcohol, molly - or what I was being told was molly - and heroin when I couldn't afford molly. I became physically dependent on the heroin and entered an MAR program in Kentucky in February 2017. It completely changed my life for the better.
What has been the internal motivation to maintain recovery? What personal or professional goals have you been able to accomplish in recovery?

I started my recovery because of my little sister. I didn't want her to grow up like I did. At first, I didn't have any personal or professional goals. I had trouble finding recovery for myself, it was all for other people. It took a while to really find it for myself, because I wanted it. Once that happened it was like something changed in me. I realized that I didn't want to go back to the life I'd had before. I didn't want to lose days and weeks to active use. I didn't want to miss out on my life anymore; I wanted to be an active member in my life. Now, I maintain my recovery because I want to, because I want a better life for myself, because I don't want to die from drugs. I've accomplished so much since entering recovery. I finished my associate's degree. I've kept a job for longer than 6 months - my average before recovery - and have been a peer/recovery coach since April 2019. I have been able to give back to my community by going back to my hometown and working with transitional aged youth in active addiction and recovery. With a lot of help from my co-workers, I've developed a recovery ally training specific to Marshall University and West Virginia. I talked at the Peer Summit this year about allyship and the need for recovery advocates in our communities. And I even got married; it might seem like a little one but I never thought that I would have the kind of stability that I do now.

What impact has the recovery community had on maintaining recovery? How has the greater community you live supported/contributed to you staying in recovery? What support(s) were essential to your recovery? Why were those supports so important to helping you maintain recovery?

I really struggled in the beginning with fitting into a recovery community. Growing up in a very religious town in Kentucky, it wasn't easy to find something that wasn't religious/spiritual or that I perceived as religious. I found SMART and it worked really well for me. Using MAR made it difficult in the beginning to find a group that would accept me. I know a lot of people who were in the same MAR program and they just didn't talk about it in groups. I found that redundant. I wanted to talk about *my* recovery; that's the point of having a community, talking about the struggles of recovery and I wanted to talk with people about the struggles of MAR. It was easier to be accepted as an atheist than it was as someone in an MAR program. My biggest support was a small group that met at a local hospital. It was about 4/5 people and 2 had used MAR and were okay with me talking about it. I saw a therapist regularly and I don't think I would have made it through the first year without her help. I used drugs and alcohol because I couldn't cope with life or stress or the real world; my therapist helped me learn how to remilitate and manage the things I used to work so hard to ignore.

4/12/21 3pm

TMG: Bethany, Tammy, Jessi

DHHR: Marsha Dadisman (WV DHHR Bureau for Behavioral Health), Lydia Saad (Behavioral Health Coordinator)

Jason Adams (director)

Annette [REDACTED] (talent)

Introductions: TMG, Marsha, Lydia, Jason, Edna

Grew up with mom and dad both in home, and a younger sister. Raised in Christian family but started becoming rebellious and developing anger issues at young age (6-8). Went to a private school until 6th grade. Started public school (around 12 yrs old) and had first encounter with alcohol and marijuana. It was a spiral effect of alcohol, drugs, and boys. She was a cheerleader but quit and had a lot of free time to drink and do drugs more. Marijuana was big drug of choice. Got pregnant at 17 and had son before she graduated senior year. Everyone wanted to help with the baby, so she had a lot of free time. Would get blackout drunk every time she had a sitter. She thought it was just partying, not an addiction.

Attended college for 6yrs throughout active addiction. Addicted to men, money, and drugs. Started selling drugs. Began using cocaine about the same time as having her second son leading to a more insane lifestyle. Became addicted to the adrenaline rush of the lifestyle. During this time, she was working full-time, going to school full-time, and selling and using full-time. Graduated from Concord in 2012 with bachelor's but continued selling and using after graduation.

Lifestyle let straight to the penitentiary. Sentenced to 3-5 years, able to see the parole board after three years. Dec 23, 2014, dropped her 4.5-month-old son at her parents' (oldest son was about 7yrs old) and turned herself in. That was the day she made a commitment to herself, her family, and God that she was not going back down that path. There were hard times in the Southern Regional Jail during holidays; one of her lowest points. While incarcerated, she took every chance to learn; worked to turn situation into a learning opportunity. Attended church, NA, AA, and started educational courses when she got to Tygart Valley. Got into yoga and meditation at Lakin Correctional Facility which helped with recovery so much. "Freedom of the mind is priceless."

Put in RSAT (Residential Substance Abuse Treatment program) but was kicked out and sent back to Lakin. Started the program at Lakin and learned more about cognitive behavior therapy and own manipulative, impulsive and non-caring attitude that fed her addiction. Later graduated RSAT and went to work release leading to a job and made parole. Moved to own residence in St. Albans and found out a close friend was shooting heroine. Decided to do Narcan training immediately. At the training was told about meetings at the Center of Hope in Oak Hill. Continued going to rehab meetings and was able to get a new primary care physician familiar with substance use.

Physician recommended she take a recovery coach class; thought she would be good at it. Annette volunteered at health dept doing harm reduction. Got a transition job at the Center of Hope when Carla, current boss, messaged about a position opening at to Bridge Valley. She was hired by a behavioral health facility but did not pass background check due to several felonies. Applied for variance, which

was approved, and started working at Bridge Valley through a behavioral recovery group. Shortly, she was fired due to an old CPS case. Was losing confidence of getting a job but her physician and Carla gave her hope. Bridge Valley was able to hire her on as employee, turned out for the better. Spends every day doing prevention work. Leadership and advocacy training and work in collegiate recovery network trainings has been priceless. Would like everyone to know that the best thing to do is to educate yourself. There is so much stigma around, not just labels. People aren't reaching out for help because of stigma. It's in the policy and procedures that some of the situations can be life or death for people, e.g., firing due to cps case.

Bethany: did you participate in another other programs?

No, had never heard of a recovery coach. Had heard of some people going to rehab and detox but wasn't happening with the people around me. I didn't know I was an addict before incarceration and realized how much drugs and alcohol influenced life. Never heard of 12 step until RSAT. No treatment but faith. No bad influential people, places, or things around her. No drinking or using.

Jason: what do you feel like was the real turning point for you to get clean to make life changing choices.

Getting sentenced to prison. It was the only thing that worked. People say you can't recover unless you want it. Some people have to be forced into it and find it in-between.

Jason: how long have you been clean?

A little over 6yrs. Dec 23.

Jason: as soon as you learned someone was using heroine you sought out to get access to Narcan, commendable. How did you know to seek that out?

Facebook. I had seen Cliff Massey post about free Narcan training and did my own research. I knew it saved you if you OD'd. Knew had to start somewhere to help and didn't know anything about heroine. Had tried it before but didn't remember doing it.

Jason: have you ever gotten/had to personally intervene with Narcan?

Thankfully, no. Have Narcan in purse, bathroom, car. Holds events, Narcan days. May 1 Narcan day with Fayette county, Office of Drug Control Policy and Lydia's people.

Jason: What do you wish more people knew about harm reduction and intervening?

It's hard to express my passion for Narcan. For example: a city told them they can't do Narcan Day on any city property (Oak Hill) because it was too controversial. Her church said she could do it in parking lot but didn't want it in her space. A Nazarene church said she could do it in their parking lot, but pastor got resistance that "you are giving out a drug that allows people to use stronger drugs." She sent information to the pastor to research for himself and his board. He saw the value in it and passed the information on to board members. He gave them the parking lot to use.

Jason: Interesting to hear from the frontlines.

I can share friends' experiences with Narcan. The info is there; it is proven. It is from the DHHR.

Bethany: having access to the info and having the mind to read it.

Trying to open people's minds and see it from an addict's view. Always stands up for the unjust that the labels create. QRT reaching out providing Narcan. Hot spots in Fayette county, numbers are insane. I'm tired of seeing my friends die. Friends' moms being helpless and wanting to help but they don't know how. It starts with education and prevention.

4/12/21 11am

TMG: Bethany, Tammy, Jessi

DHHR: Marsha Dadisman (WV DHHR Bureau for behavioral health), Lydia Saad

Jason Adams (director)

Edna [REDACTED] (talent)

Introductions: TMG, Marsha, Jason, Edna

Originally from White Sulphur Springs, grew up in Greenbrier County and attended Greenbrier East High School. Addiction began at 9. Parents gave her first drink, a daquiri. She was raised in dysfunctional home, domestic abuse and saw this as an opening to start drinking. Drinking led to marijuana—stole from father. She would go to school drinking and hiding marijuana as a coping mechanism. Marijuana led to cocaine; parents were also users. Dropped acid a few times, literally once in her eye at 17. Worked at The Greenbrier in housekeeping, for 7yrs after graduating from high school. Began to sell drugs as a part-time job to pay for addiction and means of income.

First busted in 1987 and caused her to lose her job; leading her to move to Roanoke, VA. Ran from the police but gave herself up and was sent to Alderson prison. Well known by classmates in high school. Won friendliest and funniest awards in high school because she wanted attention. Transferred to Morgantown prison after 60 days but let out for community service. Moved to VA after losing her job. She always wanted to do more than housekeeping, she's an entrepreneur. Able to get a job at the Marriott in room service. This is when she met with a drug dealer and was involved with a cartel to get back in the game. Moved to Manassas and busted a second time for marijuana. Still in the game after release. Would travel back and forth to NYC, bringing back ½ kg of cocaine. In 1998 she started using her own supply heavily.

Use led to psych wards because the addiction started taking a toll on her life. She started taking antidepressants. In 2002 she moved to Delaware to live with a friend after becoming suicidal and considering ODing. Received a call from the FBI stating she needed to get a lawyer because they were coming to get her. She had given up on life. Oct 9, 2002, she was on her way to work at an Avon plant when the FBI surrounded her and she was taken to Alexandria, VA. Sentenced on birthday in 2003 to 10yrs in federal prison and 8yrs probation for a cocaine charge at 41yrs old and thought life was over. Surrendered her life to the Lord on June 10, 2010 while in prison. She served 8.5 of the 10yrs and 8yrs probation; was released April 7, 2011 to a halfway house in St. Albans where she found Maranatha Fellowship and was baptized.

She was 48 when she was released and refused to allow drugs to destroy life. Wanted to help others but had trouble finding a job. Speaks to probation officers about God frequently. Ended up working the night shift at the Civic Center before moving onto Bath Fitters, a stop sign holder, and working banquet at the Marriott. She persevered and had no desire to use drugs; stayed away from people, places, and things that were negative influences. She was evicted from her first apartment and ended up at Union Mission. Could have easily gone home but did not want to go back to the negative influences. She stayed at Union Mission for 3.5yrs working as a cashier at the thrift store. She would witness to men and women but didn't feel ready to work in recovery yet.

God has allowed her to share her story with the 700 club and TBN while at Union Mission; and now focuses on giving back. Laid off in 2018 but started working in recovery and has been sober for 18yrs. She is currently employed at Charleston Comprehensive Treatment Center. Hates seeing people not make it and end up in an early grave. Makes her want to go out and work harder to get others to whatever resources they need. She is thankful for programs that allow people to get in drug treatment instead of jail. "It'll work if you work it."

Her mother took her to a program in Salem, VA because she feared her daughter dying. Edna wasn't ready so she ran away. There are many programs available now. "If you want to be sober you can be sober. It takes time and it takes effort." We will spend the rest of our lives saying no to addiction and yes to God. Treatment doesn't have to be faith based; she just wants people to not end up in an early grave.

In addition, the only things drugs and that lifestyle have to offer are prison and death. You can get sober if you really want to; you can stay sober. Edna won't let herself do something for the 5-10min of feeling good to mess up the 18yrs of sobriety.

Jason: were you involved in anything else (treatment programs), or just support from church and the faith community.

Mostly church and being around other believers. Her mind was made up. Has been trying to get into prison ministry since release and work in recovery. Union Mission helped her to grow and get stable. Goes back to halfway house to speak. Vision of opening a program if she can get the right people to work with her; still planning that dream out. Currently looking for a facility to house this dream. WV has to do better. People struggling are still somebody. Just wants to help people and the state to get better.

Edna email addition after interview: I just wanted to add my experiences with the MAT treatment, It's okay as long as the patient isn't using the medication in a wrong way and aren't selling the medication and still using drugs which can lead to death or overdose and if they are staying sober and able to function and be stable. I guess I look at that concept for treatment like me having to take my blood pressure medicine. if I don't take it, I could have a heart attack or stroke. Also as being a Peer Support Specialist, we need to be accountable for each other so that we don't risk relapsing. I have seen Recovery Coaches and PRSS relapse due to maybe getting too comfortable and hanging out with the wrong crowd. Thank you for allowing me to share.

4/12/21 10am

TMG: Bethany, Tammy, Jessi

DHHR: Marsha Dadisman (WV DHHR Bureau for behavioral health)

Jason Adams (director)

Lisa [REDACTED] (talent)

Introductions: TMG, Jason, Lisa, Marsha

Lisa loves script. Just like in the script, getting hydrocodone from the doctor in the ER is what sparked addiction.

Ended up on heroine, meth, crack, and coke. Came from law enforcement family. Cousin is captain of the local sheriff's department. Hid problem for years while working as a CNA at a nursing home. No one knew addiction. Now a peer recovery specialist. "Recovery is possible." Wants people to see recovery is possible because a lot of people don't see it happen for themselves. They have no family or friends, so she tries to be the positive person in their life. Some people don't have food or clothes and Lisa does anything to help them better themselves. Gives out needles and harm reduction on Wednesdays.

Wednesdays: gives needles, alcohol, Narcan, whatever the person needs. Also does finger sticks for HIV and hepatitis C. Has a "Got Narcan" shirt. Fayette county program is working really well so users from other areas come to them from far away. Fayette has a great doctor who is not judgmental, and an overall good crew. They treat people as more than just a number. She knows people by name and interacts with them.

Lisa was on Suboxone and pills when she moved back to Fayette Co. When the suppliers didn't have any more, she tried meth and spiraled for 3yrs. Got a gym membership to disguise weight loss and was able to fool everyone.

Lisa-bring actual family member or have actor to play family member for the shoot? Husband and mom are both on board. BW to check with Jason.

4/23/21 10am

TMG: Bethany, Jessi

DHHR: Marsha Dadisman (WV DHHR Bureau for behavioral health), Lydia Saad (coordinator)

Jason Adams (director)

Jaemi [REDACTED] (talent) [Jaemi spelling different across multiple platforms]

Introductions: TMG, Marsha, Jason, Jaemi

Started road to active addiction at 12. Remembers drinking alcohol at that age but also can remember times before then though. Alcohol and drugs were normalized for extended family on dad's side. Great-grandparents helped raised her. Mom was completely straight, no alcohol or drugs. Dad was the exact opposite. Can remember his family always having corn because they made moonshine. Grandparents were in recovery for alcohol. Spiraled from 12, mostly to show off for friends. In early high school mom realized there were issues with alcohol but didn't know how to handle it. Death of grandmother lead to drinking more heavily. Great Grandpa didn't know how to raise three generations of children, so they set up rules where she was only allowed to drink at their house or the house of someone they trust. She was able to stick to that for a while because Jaemi respected her mom and followed her rules. Jaemi would not do this with her own child. Mom would supply wine coolers and "crappy" alcohol but Jaemi would would get anything stronger whenever possible.

Jaemi first OD'd at 18 between senior year of high school and freshman of college using alcohol and drugs at same time. Decided to stop everything but realized you cannot just stop drinking alcohol (withdrawal). Chemistry teacher recognized symptoms of withdrawal and help set her up with AA meetings; she went to AA mtgs with the teacher's dad. She was determined to be "good" in college even though it has been super normalized to drink and party while in college. She would judge people and their alcohol tolerance and compare to her own. Jaemi turned 19 at the end of the first semester and lost her health insurance, leaving her without the ADHD meds she had been taking for over 10yrs. This led to withdrawals; she didn't know that could happen with medication. At this time, she started having seizures. Roommate had to call 911 and Jaemi was sent to the hospital. A nurse set her up with a social worker, so she was able to get insurance but felt too awkward to go see a doctor to get ADHD meds. Due to the lack of medication, she didn't know how to focus. Her grandfather passed away second semester of college; he was a lifeline and had lived with him since the age of five. Jaemi had a really hard time coping and then her mom called to inform her there was no way to get Jaemi from Louisville to Ashland for his funeral. She felt like world was crashing around her, so she gave up and went to party and started drinking. Jaemi didn't know how to deal with adult life. Her continued issues with insurance led her to buying Adderall on the streets. She did questionable things to pay for it including selling ecstasy, which learned in rehab that street ecstasy is most likely meth and bath salts.

Jaemi tried to get into recovery a few times but it never stuck. She started heroin in darkest point of her life. Saw it as not "doing pills, I'm doing something different." The moment she realized she needed help was the first time she injected and only thought about how high she could get in that moment and how far to get away from the real world and real life. First time using was with a friend, they used the needle first then she did. Two to three months later, Jaemi went to Ashland and deep into recovery. In the four years since then, she has processed a lot that had happened. Overall, she is a careful person and had

strict rules for selling drugs. Jaemi knew she didn't want to end up like her family members but still wanted to use. By the time she realized she would die if she didn't stop using, Jaemi had four different overdoses: all from age 18 to 21. The last OD was in gas station bathroom where peers filmed and made fun of it. Woman at counter did not have Narcan or Naloxone but saved her life by calling 911, doing rescue breathing. Jaemi asks herself if she would've been the person standing and watching someone OD in a bathroom or the person who calls 911 and helps.

Currently, does ally trainings. First training changed her world even though she wasn't completely convinced it would help. Using techniques learned, youth she works with started reacting positively. She got into Smart recovery and discovered that there are multiple pathways to recovery. People must take control of their stories and their lives. Has made a recovery ally training procedure for Marshall that is specific to Appalachia, Huntington, and WV in general. She talks about stigma and ease of substance abuse, especially about how the media influences our perception of recovery. Most entertainment outlets show four different types of substance abuse: all users are shown with character flaw or as a bad person. Rarely does entertainment show someone getting help for their addiction, most of the characters die. We need to pay attention to the way the media portrays people with an active addiction, including local news stations framing stories as negative. She has given a lot of trainings on how to generate allyship in the Huntington community and larger communities around WV. She believes the recovery community should advocate for themselves.

Jaemi: is there anything specific you're looking for? Experiences as a whole? actual recovery?

Jason: explains format of interview and gives idea of what can talk about. It's a long conversation.

Jaemi: lot of people in recovery are older so it's sometimes hard to relate. Other 25-year-olds are doing a lot of other things.

Lydia: did we tell intended audience?

Bethany: intended audience for this year's grant cycle is focusing on first responders and their actions to the events they're responding to. Remove conceptions first responders have responding to situations and, for other side, not to be afraid to call for help. Important to keep it authentic.

Lydia: other audience are emergency room staff (stigma can be a barrier for individuals presenting) and pharmacists and staff.



:30 Television Script DRAFT
"Back To Life – Lisa"
SOR FY 2020-2021

VIDEO	AUDIO
Scene opens with EMS. Slow motion footage of them jumping into action running to assist an unseen emergency. It's night, the glow of the flashing emergency lights lighting up the screen.	(VOICE OVER) In West Virginia we take care of each other.
EMS running into a home. The home is a nice family home in an affluent looking neighborhood.	But a very real crisis is still hurting our communities. Opioid Use Disorder continues to claim lives, and no one is immune to this disease.
We see Lisa passed out on the floor.	
<<Lisa [REDACTED] Interview>>	LISA (interview on camera) This can affect anyone. I came from a law enforcement family and I was a Nursing Assistant, but a pill you can get from a Dr. turned my life upside down. I eventually overdosed.
We see Lisa meeting the EMS worker – she is healthy and smiling. They share a hug. Lisa shares a smile with a family member. They are all working together in the community passing out Naloxone information to community members.	Thankfully someone cared enough to help save my life. Naloxone saves lives...when it is used.
End Tag: Recovery is possible. Visit BacktoLifeWV.org or call 844-HELP4WV for resources.	(VOICEOVER) All it takes is a little compassion to bring someone back to life.

***COVID precautions at the time of production will be observed during shoot which may change these visuals slightly. ***

Project: Mosaic – Public Service Announcement 2021

:30 Script - Husband

When my wife was going through her opioid addiction, I didn't know where to turn for support. At times it felt I was all alone.

Help is available. The Families Strong program offers online support groups for anyone that is impacted by their loved ones' substance use disorder.

Multiple dates and times are available to fit your schedule.

Visit Families Strong [www - dot - com](http://www.familiesstrong.com) to sign up for a support group today.

You are not alone.

Project: Mosaic – Public Service Announcement 2021

:30 Script - Mom

When my daughter was going through her opioid addiction, I didn't know where to turn for support. At times it felt I was all alone.

Help is available. The Families Strong program offers online support groups for anyone that is impacted by their loved ones' substance use disorder.

Multiple dates and times are available to fit your schedule.

Visit Families Strong w v – dot – com to sign up for a support group today.

You are not alone.

**Enclosed Hard Drive
Audio and Video Files**

