



CREATING A CULTURE OF LEARNING

Corporate Capability





CREATING A CULTURE OF LEARNING is vital to any communications effort because it is the only way to effectively raise awareness and educate individuals about issues that affect their lives and communities. When individuals feel a sense of ownership and influence over what impacts them, they accept and adopt new ideas, which can improve their quality of life.

Both powerful and enduring, creating a culture of learning is a process that can be used by organizations and businesses to promote their issues and ideas to diverse audiences. To our clients in fields ranging from human and environmental health to science and technology, *Links Media* provides expertise, innovation, and technology in a full range of communication consultation services. These services include *market research, strategic communications, multimedia production, partnership building and advocacy, and knowledge dissemination.*



MARKET RESEARCH

By understanding your target audience in relationship to its social, cultural, economic, and environmental conditions, we can more effectively create a culture of learning that promotes individual and community wellness. We design research instruments and collect and analyze data for use by organizations to improve strategic communication decision-making.

We assess the knowledge, attitudes, behaviors and practices of audiences through various research methodologies including:

- Custom Studies
- Market Entry Strategy
- Branding and Positioning
- Needs Assessments
- Focus Groups
- Concept Tests
- In-Depth Interviews
- Awareness Studies
- Market Segmentation Studies
- Image Studies
- Media Placement Analysis
- Print and TV Advertising testing
- Competitive Response Analysis
- User Analysis
- Satisfaction Surveys
- Pilot Program Tests



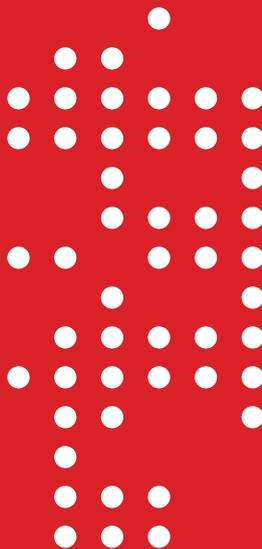


STRATEGIC COMMUNICATION

We design tools to help clients build effective communication programs. Our team of experts and network of organizations from diverse communities throughout North America, Latin America, the Caribbean, and the Pacific provide a unique perspective to clients planning to build sustainable strategies targeted to markets in those regions. We represent an array of professions including researchers, social anthropologists, public health educators, environmental scientists, biostatisticians, writers, filmmakers, storytellers, graphic artists, public relations and media specialists, photographers, illustrators, media trainers, marketing and advertising specialists, event and fundraiser planners, and evaluation specialists.

Our services include conceptual framework development and implementation for:

- Outreach
- Advertising and Marketing
- Public Engagement
- Media and Public Relations
- Public Awareness
- Consumer Education
- Internal Communications
- Coalition Building
- Social Marketing
- Media Training
- Government Relations
- Crisis Communications
- Corporate Relations
- Edutainment
- Events Coordination
- Community-based Broadcast





MULTIMEDIA PRODUCTION

Our team empowers clients to communicate powerful messages. The materials we conceptualize, develop and produce are designed to reach diverse audiences including women, men, youth, older adults, people with disabilities, rural and indigenous communities, health professionals, public officials, and businesses in the sectors of sports, entertainment, and media. We provide a full range of production services and access to state-of-the-art equipment.

Our multimedia materials and services include:

- PSAs and Commercials
- Documentaries
- Audio Tours
- Motion Graphics and Animation
- Infographics and Illustrations
- Press Releases, Op-eds, and Articles
- Print Collateral
- Video and Audio News Releases
- Creative and Art Direction
- Storyboards and Script Development
- Translations and Transcreations
- Technical and Consumer Writing
- Photography
- Production Management
- Film and Digital Videography
- Interactive Web Media Creation
- Post-production Editing
- Sound Design and Music Composition
- Format Delivery in Film, Videotape, High Definition, DVD, Internet, and Satellite
- Content Research and Imagery Acquisition



PARTNERSHIP BUILDING AND ADVOCACY

By creating links between diverse constituents around a common issue and by utilizing our knowledge of the political process, we help organizations place messages in the spotlight of public attention. We develop campaigns around issues that are important to the community.

Through customized planning and training, we offer clients the communication tools required to address complex issues in the fields of:

- Global Health
- Safety
- Healthcare Reform
- Education
- Human Rights
- Democracy and Government
- Multicultural Diversity
- Science and Technology
- Sustainable Development
- Habitat Conservation
- Outdoor Recreation
- Species Protection and Management



KNOWLEDGE DISSEMINATION

Links Media evaluates new communication technologies, best practices in outreach, and knowledge dissemination strategies to help clients reach their target audiences in the most efficient and cost-effective manner.

We provide a number of knowledge dissemination activities including:

- Development of Information Centers
- Creation of Databases
- Development of Consumer Partnerships
- Management of Electronic Media and Telecommunications
- Evaluation and recommendation of Dissemination Methods





FACILITIES

Links Media is located at 451 Hungerford Drive, Suite 503, Rockville, MD 20850 at Rockville Town Center and is within walking distance of the Red Line Metro Line. Our facility includes 2000 square feet of offices, a design and printing center, green screen, and focus group meeting and observation room.

Doing Business with Us Organization and SBA Certifications

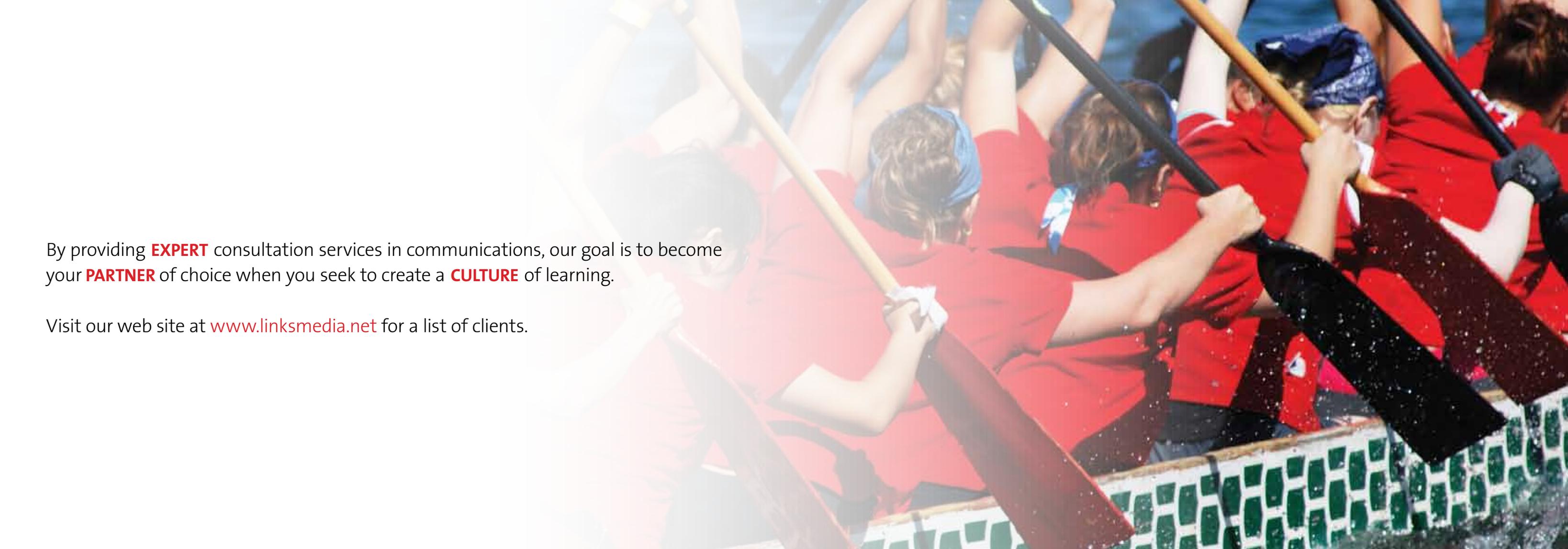
Links Media is an SBA SDB certified company registered in the State of Maryland as a Limited Liability Company. We are also registered with Dun and Brad Street, the Central Contractors Registry, SAM, and the Small Business Administration.

Business Codes

511199 All other publishers	541810 Advertising agencies	541922 Commercial photography services
512110 Motion picture and video tape production	541820 Public relations agencies	541930 Translation and interpretation services
541430 Graphic design services	541840 Media representatives	611430 Professional and management development training
541512 Website design and maintenance	541850 Public education and outdoor marketing	711510 Independent artists and writers
541613 Marketing consulting services	541910 Marketing research and public opinion polling	

Contracting Vehicles

- GSA AIMS, GS-07F-0016X (541-1, 541-2, 541-4A, 541-4B, and 541-5)
- GSA AIMS, GS-07F-0015X (541-3, and 541-4F)

A group of rowers in red shirts and blue headbands are shown from behind, rowing a boat on water. They are holding oars and appear to be in the middle of a stroke. The water is splashing around the oars. The background is a bright, overexposed sky.

By providing **EXPERT** consultation services in communications, our goal is to become your **PARTNER** of choice when you seek to create a **CULTURE** of learning.

Visit our web site at www.linksmedia.net for a list of clients.



www.linksmedia.net

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