

MediaForce, LLC, a woman-owned small business, is an award-winning communications agency specializing in public awareness campaigns for government agencies, nonprofit organizations and educational institutions. The firm produces and distributes integrated programs that utilize a mix of traditional, new media and social marketing tactics to change consumer thinking, drive behavioral change and provide a dialogue with target audiences.

PSN (The Public Service Network) is MediaForce's nationwide media network created exclusively for government, nonprofit and education sectors. PSN provides low-cost, guaranteed delivery and prime positioning of public service content using both traditional and unconventional channels.



Distribution Channels

MediaForce offers PSA distribution to 170,000+ outlets nationwide and growing.

- **PSN Entertainment:** PSAs delivered through digital networks, online ticketing, live entertainment at concerts and sporting events and through live tour marketing.
- **PSN In-Store:** PSAs over in-store audio network at 32,000+ grocery and pharmacy stores nationwide; guaranteed hourly placement.
- **PSN Pharma:** Print PSAs packaged with prescription drugs at 18,000 pharmacies nationwide; guaranteed delivery.
- **PSN Radio:** Customized distribution and placement of video PSAs on targeted radio networks.
- **PSN TV:** Customized distribution and placement of video PSAs on targeted TV and cable networks.
- **PSN WaitingRoom:** Reaching up to 323,500 physicians, 120,000+ medical offices and 194 million annual patient visits through either print or video.
- **PSAbank:** A radio network of more than 3,000 English and Spanish stations that have opted in to receive PSA content on a regular basis.

Contract Vehicle

AIMS Schedule 541
GS-07F-0547U

NAICS Codes

512110	541511	541840
512191	541613	541850
512240	541810	541870
512290	541820	541910
541430	541830	541930

DUNS

186503640

CAGE Code

47WN7

CAPABILITY STATEMENT

MediaForce Services

- Strategic Communications Plans
- Audio/Video/Print Production
- Public Awareness/Education Campaigns
- Branding
- Sponsorship Development
- Partnership Development
- Multicultural Outreach
- PSA Production and Distribution
- Web Development
- Social Media
- National Media Buying
- Specialty Distribution Services (via PSN)

Government Client Examples

Agency for Healthcare Research and Quality (AHRQ)

Developed a pilot audio podcast, AHRQ's Healthcare 411, and used it to create an integrated communications network for syndicating content across multiple platforms. Tactics include English and Spanish video/audio PSA production, PSN In-Store point-of-purchase distribution, media tours, podcasting, comprehensive Web development, marketing and media tracking.

U.S. Customs and Border Protection (CBP)

Developed and managed multiple simultaneous national campaigns for CBP to educate consumers and motivate behavior. Tactics included advertising strategy, integrated campaigns, national media buys (airport dioramas, in-flight magazines/PSAs, PSN In-Store), audio PSAs, brand development, Web sites, marketing and metrics.

Food and Drug Administration (FDA)

Developed and launched multi-media public education/information campaigns. Tactics included PSAs across print/video/audio, national media buys (PSN In-Store, PSN Pharma, PSN WaitingRoom), marketing and metrics.

Additional U.S. Government Clients Include:

- HHS - National Institutes of Health
- HHS - Centers for Medicare and Medicaid Services
- DoD - Defense Threat Reduction Agency
- DOJ - Office of Justice Programs
- DOJ - Drug Enforcement Agency

Additional Clients Include:

- Wounded Warrior Project
- American Red Cross
- Volunteers of America
- National Public Radio