



NEW HAVEN PUBLIC SCHOOLS
AGREEMENT COVER SHEET

Cover Sheet is an Internal Document for Business Office Use

Please Type

Contractor full name: Winston Strategic Partners LLC

Doing Business As, if applicable: N/A

Business Address: 262 West Cedar Street, Norwalk, CT 06854

Business Phone: 203-838-9789

Business email: dwinston@winstonstrategicpartners.com

Funding Source & Acct # including location code:

Principal or Supervisor: Marquelle Middleton

Agreement Effective Dates: From 12/26/2023 To 03/01/2024.

Hourly rate or per session rate or per day rate.

Total amount: \$60,000.00

Description of Service: Please provide a one or two sentence description of the service. *Please do not write "see attached."*

Submitted by: _____ Marquelle Middleton _____ Phone: _____ 475-220-1435 _____



NEW HAVEN PUBLIC SCHOOLS

Memorandum

To: New Haven Board of Education Finance and Operations Committee
From: Marquelle Middleton
Date: 12/10/2023
Re: Winston Strategic Partners, LLC.

Please **answer all questions and attach any required documentation as indicated below.** Please have someone **ready to discuss** the details of each question during the Finance & Operations meeting or this proposal might not be advanced for consideration by the full Board of Education.

1. **Contractor Name:** Winston Strategic Partners, LLC.
2. **Description of Service:** Media Buying Services
3. **Amount** of Agreement and hourly or session cost: \$60,000.00
4. **Funding Source** and account number: 190 407 00 5664
5. Approximate number of staff served through this program or service: N/A – This is not a program for professional staff development.
6. Approximate number of students served through this program or service: 20,000 students district wide (7,000+ applicants each year).
7. **Continuation/renewal or new Agreement?**
Answer all questions:
 - a. If continuation/renewal, has the cost increased? If yes, by how much? *No cost increase; the vendor was used in the previous year and appropriately selected through the city's RFP process.*
 - b. What would an alternative contractor cost: *N/A*
 - c. If this is a continuation, when was the last time alternative quotes were requested? *No alternative pricing and quotes were requested or provided. An RFP process conducted in the accordance with the city procurement process.*
 - d. For new or continuation: is this a service existing staff could provide. If no, why not? *New Haven Public Schools does not employ a media buyer or a professional with the expertise and knowledge to secure pricing for all media buys at such rates as would a professional buyer.*
8. **Type of Service:**
Answer all questions:

- a. Professional Development? *No*
 - i. If this is a professional development program, can the service be provided by existing staff? If no, why not?
- b. After School or Extended Hours Program? *No*
- c. School Readiness or Head Start Programs? *No*
- d. Other: (Please describe) *No*

9. Contractor Classification:

Answer all questions:

- a. Is the Contractor a Minority or Women Owned Business? *Yes, the contractor is both minority owned and woman owned business.*
- b. Is the Contractor Local? *Yes, Norwalk, CT*
- c. Is the Contractor a Not-for-Profit Organization? If yes, is it local or national? *No*
- d. Is the Contractor a public corporation? *No*
- e. Is this a renewal/continuation Agreement or a new service? *No*
- f. If it is a renewal/continuation has cost increased? If yes, by how much?
- g. Will the output of this Agreement contribute to building internal capabilities? If yes, please explain: *Yes, the results of this agreement will support the marketing and recruitment efforts associated with increasing overall student enrollment in New Haven Public Schools and particularly our Magnet Schools, which will increase school revenue and support to 15 Interdistrict schools.*

10. Contractor Selection: In this section, please describe the selection process, including other sources considered and the rationale for selecting the contractor. Please answer all questions:

- a. What specific skill set does this contractor bring to the project? Please attach a copy of the contractor's resume if an individual or link to contractor website if a company: *This contractor has experience and existing working relationships with various media related purchases for various media companies throughout Connecticut. This contract will yield cost-effective and optimal pricing that may not be afforded to us as a non-connected professional in this sector. The work outlined under this contract will support the mass distribution and outreach of the district's school choice program comprised of both New Haven residents and suburban families.*
- b. How was the Contractor selected? Quotes, RFP/RFQ, Sealed Bid or Sole Source designation from the City of New Haven Purchasing Department? *RFP process in accordance with city procurement.*
- c. Is the contractor the lowest bidder? If no, why? Why was this contractor selected? *This was the only bid submitted to the RFP administered by the City of New Haven.*
- d. Who were the members of the selection committee that scored bid applications? *There was only one bid submitted: selection committee included Marquelle Middleton and Michele Bonanno.*
- e. If the contractor is Sole Source, please attach a copy of the Sole Source designation letter from the City of New Haven Purchasing Department.

11. Evidence of Effectiveness & Evaluation

Answer all questions

- a. What **specific need** will this contractor address and how will the contractor's performance be measured and monitored to ensure that the need is met? *This contractor will manage all media relations on behalf of the Office of School Choice and Enrollment, ensure cost-effective pricing and optimal visibility, messaging and provide a report detailing campaign effectiveness and total impressions, view-rates etc. In addition, the contractor will ensure that all media buys are executed daily in accordance with all contractual agreements.*
 - b. If this is a **renewal/continuation service** attach a copy of the evaluation or archival data that demonstrates effectiveness. *This contractor will manage all media relations on behalf of the Office of School Choice and Enrollment, ensure cost-effective pricing and optimal visibility, messaging and provide a report detailing campaign effectiveness and total impressions, view-rates etc. In addition, the contractor will ensure that all media buys are executed daily in accordance with all contractual agreements.*
 - c. How is this service aligned to the District Continuous Improvement Plan? *All work under this agreement will be overseen by the Office of School Choice & Enrollment. All work conducted under this agreement directly correlates to the most recent district improvement plans as an effort to increase student diversity and provide theme-based learning opportunities for all enrolled students.*
12. Why do you believe this Agreement is fiscally sound? *This agreement is found to be fiscally sound because the vendor has been able to provide a substantive proposal for media buys that is within out limited budget availability for the fiscal year. The vendor will secure TV, Radio and billboard buys for out visual marketing campaign for NHPS magnet programming to capture our educational message for our district.*
13. What are the implications of not approving this Agreement? *Should this agreement not be approved it will not allow for the district's school choice process to be advertised in major media markets and would remove the district's and Office of School Choice & Enrollment's ability to appropriately market the school choice process and creatively reach prospective student and families.*

Exhibit C: Contractor's Declaration Attesting to Compliance with Executive Order No. 13G – form must be completed by the contractor. See attached form for contractors who are working with students or staff in school or in after school programs, regardless of location.

APPROVAL: This Agreement must be approved by the New Haven Board of Education *prior to service start date*. Contactors **may begin service no sooner than the day after Board of Education approval.**

HOLD HARMLESS: The Contractor shall insure and/or indemnify the Board and its members, employees and agents against all claims, suits, and expenses, including reasonable attorney's fees, in connection with loss of life, bodily injury or property damage arising from any neglect act or omission of the Contractor or its employees or agents. Further, the Contractor covenants and agrees that it shall hold the Board and its members, employees and agents harmless against any and all claims, suits judgments of any description whatsoever caused by the Contractor' breach of this agreement or based upon the conduct of the Contractor, or its agents or its employees or arising out of in connection with their activities under this agreement.

TERMINATION: The Board may cancel this agreement for any reason upon thirty (30) days' written notice sent to the Contractor by certified U.S. mail, return receipt requested; provided however, that the Board shall be responsible to the Contractor for all services rendered by the Contractor through the last day of thirty (30) day notice period, as long as the Agreement was approved by the Board prior to the start date of service.

Contractor Signature

President
New Haven Board of Education

Date

Date

Contractor Printed Name & Title

Revised: 9-27-21



NEW HAVEN PUBLIC SCHOOLS

EXHIBIT B

STUDENT DATA PRIVACY AGREEMENT SPECIAL TERMS AND CONDITIONS

For the purposes of this Exhibit B "directory information," "de-identified student information," "school purposes," "student information," "student records," "student-generated content," and "targeted advertising" shall be as defined by Conn. Gen. Stat. § 10-234aa.

1. All student records, student information, and student-generated content (collectively, "student data") provided or accessed pursuant this Agreement or any other services agreement between the Parties are not the property of, or under the control of, the Contractor.
2. The Board shall have access to and the ability to delete student data in the possession of the Contractor except in instances where such data is (A) otherwise prohibited from deletion or required to be retained under state or federal law, or (B) stored as a copy as part of a disaster recovery storage system and that is (i) inaccessible to the public, and (ii) unable to be used in the normal course of business by the Contractor. The Board may request the deletion of any such student information, student records or student-generated content if such copy has been used by the operator to repopulate accessible data following a disaster recovery. The Board may request the deletion of student data by the contractor within two (2) business days of receiving such a request and provide to the Board confirmation via electronic mail that the student data has been deleted in accordance with the request, the date of its deletion, and the manner in which it has been deleted. The confirmation shall contain a written assurance from the Contractor that proper disposal of the data has occurred in order to prevent the unauthorized access or use of student data and that deletion has occurred in accordance with industry standards/practices/protocols.
3. The Contractor shall not use student data for any purposes other than those authorized pursuant to this Agreement.
4. A student, parent or legal guardian of a student may review personally identifiable information contained in student data and correct any erroneous information, if any, in such student data. If the Contractor receives a request to review student data in the Contractor's possession directly from a student, parent, or guardian, the Contractor agrees to refer that individual to the Board and to notify the Board within two (2) business days of receiving such a request. The Contractor agrees to work cooperatively with the Board to permit a student, parent, or guardian to review personally identifiable information in student data that has been shared with the Contractor, and correct any erroneous information therein.

5. The Contractor shall take actions designed to ensure the security and confidentiality of student data.
6. The Contractor will notify the Board, in accordance with Conn. Gen. Stat. § 10-234dd, when there has been an unauthorized release, disclosure or acquisition of student data. Such notification will include the following steps:

Upon discovery by the Contractor of a breach of student data, the Contractor shall conduct an investigation and restore the integrity of its data systems and, without unreasonable delay, but not more than thirty (30) days after such discovery, shall provide the Board with a more detailed notice of the breach, including but not limited to the date and time of the breach; name(s) of the student(s) whose student data was released, disclosed or acquired; nature of and extent of the breach; and measures taken to ensure that such a breach does not occur in the future.

7. Student data shall not be retained or available to the Contractor upon expiration of the contract between the Contractor and Board, except a student, parent or legal guardian of a student may choose independently to establish or maintain an electronic account with the Contractor after the expiration of such contract for the purpose of storing student-generated content.
8. The Contractor and Board shall each ensure their own compliance with the Family Educational Rights and Privacy Act of 1974, 20 U.S.C. § 1232g, as amended from time to time.
9. The Contractor acknowledges and agrees to comply with the above and all other applicable aspects of Connecticut's Student Data Privacy law according to Connecticut General Statutes §§ 10-234aa through 10-234dd.
10. The Parties agree that this Agreement controls over any inconsistent terms or conditions contained within any other agreement entered into by the Parties concerning student data.



Proposal
for
A Media Buyer
RFP #2024-10-1610
for



The City of New Haven
New Haven Public Schools
Office of School Choice & Enrollment

Submitted electronically via the Bonfire Portal
November 14, 2023



www.winstonstrategicpartners.com

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This Proposal is prepared solely for the use of City of New Haven personnel. No part of it may be circulated, quoted, or reproduced for distribution outside of the client organization without prior written approval.



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Statement of Understanding

Thank you for the opportunity to bid on this project. We have read your Request for Proposal, dated October 22, and understand the following:

- The City of New Haven is seeking a vendor to secure media and advertising to highlight the range of theme-based magnet programming offered by New Haven Public Schools.
- The Response and Review Criteria for this Request for Proposal require a vendor with the following:
 - Ability and flexibility to work with the Office of School Choice & Enrollment staff to appropriately highlight the theme and strength of all academic programming and offerings
 - Professional expertise, experience, and credible history in TV, Radio, Print, and Digital Platforms.
- This engagement is a time-sensitive project, with all deliverables due in December 2023.

Our Proposal document details the scope of media buying and advertising services we offer, associated agency fees for these services, and information about our team. Don't hesitate to contact me if you have any questions.

Thank you for considering Winston Strategic Partners, LLC.



Diane Winston, Founder & CEO

November 10, 2023

Scope of Services

The scope of media buying services we offer includes television, radio, print, out-of-home, and digital:

<p>Television</p> <ul style="list-style-type: none"> • National, Regional, and Local Broadcast Cable Television • Direct-Response Television • Online Video Networks and Portals • Mobile Video 	<p>Radio</p> <ul style="list-style-type: none"> • AM and FM • Sirius-XM Satellite • Pandora • Internet Streaming Services • Site-placed Radio
<p>Print</p> <ul style="list-style-type: none"> • National, Regional, and Local • Newspaper • Magazine FSI • Remnant Print • Consumer Media Usage Evaluation • Circulation • Audience Composition Evaluation 	<p>Digital</p> <ul style="list-style-type: none"> • Programmatic Banner/Video Ads • Data-Onboarding, custom audiences • Email Marketing • Digital Ad Networks • Cross Media Promotions • Online Video Networks and Portals • Mobile Advertising • Mobile Video • Streaming Audio • Connected TV – OTT • Social Media • SEM + Pay-per-Click
<p style="text-align: center;">Out-of-Home</p> <ul style="list-style-type: none"> • Traditional, Digital, and Mobile Billboards • Poster Panels • "Spectaculars" • Urban Out-of-Home • Airport Display + Kiosks • Transit Bus + Commuter Rail • Street Furniture • Demographic Analysis of Outdoor Usage • Demographic Analysis of Outdoor Site Locations 	

Our Team



Meet Charmaine Seavy, Your Media Buyer Professional

Our Media Buyer Professional, Charmaine Seavy, has more than 30 years of experience negotiating media buys and schedules, building critical media relationships, and ensuring promised delivery for successful media campaigns.

There's more than meets the eye when buying media. Getting the right placement and the right timing – and all without being overcharged – takes hard work, media savvy, and tough negotiation skills, which is where Charmaine Seavy comes in. She's your secret weapon and will serve as day-to-day contact between the media and your media buying requirements.

Charmaine is the one fighting in your corner for the best placements and the best prices. She's the one working late into the night and through the holiday weekends to make sure your ads are running where and when they're supposed to. She's the one checking all your invoices.

And Charmaine is the only one who can get you all the extras you didn't know you could get, like bonus spots, promotions, and interviews.

Meet Diane Winston, Your Account Executive

Diane is our CEO and your primary contact for administrative and service questions. She is a master at translating complex and high-level business objectives into bite-sized and relevant concepts to get everybody on the same page and moving towards the same goals. With over 30 years of corporate and consulting experience, she is recognized for her ability to bring people together to meet business objectives.



We will work with you and your team to deliver a high-quality and effective media buying experience for the New Haven Public Schools - Office of School Choice & Enrollment. Charmaine will work directly with the designated New Haven Public Schools staff to fulfill all media buying requests. Diane will manage the contract administration, including invoicing, and she will serve as your primary point of contact for all contract-related matters. We welcome monthly meetings to ensure your satisfaction with the services we provide.

Our Approach

Timeliness

**New Haven Public Schools
School Choice & Enrollment – Advertising Proposal
Flight: Dec. 26, 2023 – March 1, 2024**

Presented by: Charmaine Seavy/CV Media, Inc.

Date: November 9, 2023

New Haven Magnet Campaign Objective:

To generate awareness among target audiences of New Haven's 20 magnet schools and their academic, athletic and arts programs offered for students ages 3-16 who have free bus service in 10 specific towns.

Target Audience: Parents of children 3 - 16

Geo-Targeting: Hamden, West Haven, Woodbridge, East Haven, Milford, Orange, North Haven, Wallingford, Ansonia, Derby, New Haven with limited impressions

Comcast/Effectv Zoned Cable Campaign Summary = \$28,000

No Waste Geographic Targeting: Cable zones of Branford, Seymour, New Haven

Flight Dates: 12/26/2023 - 3/1/2024

Comcast Cable TV Total 30 sec. commercials, 240 Per Week = 2,400

On-air TV Cable Impressions = 336,942 Impressions

Comcast/Effectv Bonus and Added Value (\$3,200 Value)

50x Per Week across all networks 6a-12m Rotation = 600 Bonus Commercials

Sports:

NFL 1/6/2024 2x

NCAA FB Bowl Games 4x (Includes NY Day and Champ Game)

UCONN Men's/Women's Regular Season

NASCAR Xfinity Series 2x

****ALL Sports Based on availability at time-of-flight approval**

Highly Rated & Valued Programs such as:

NCIS, Hometown Rescue, Pioneer Woman, Property Brothers,

Real Housewives, Below Deck Mediterranean, 90 Day Fiancé

Network Lineup

HGTV, FOOD, TLC, BRAVO, CNBC, MSNBC, FXNC, CNN, USA, TBS, TNT, COMEDY, FX, HIST, DISCOVERY, ESPN, ESPN2, FS1, Life, NBC, Sports, Animal Planet, AMC, A&E, NICK,TOON, Travel, TRU, TVL, TWC

Comcast/Effectv ConnectedTV/OTT

125,000 guaranteed targeted Demo & Geo impressions

- Comcast first-party, set top box data (cable homes nationwide) layered with third-party data (Experian Credit Data) to identify and target the right audience.
- Comcast has exclusive set-top box data, most other providers have to buy their data from Comcast.
- Comcast/Effectv is one of the most scaled providers with access to 11,000+ programs from 170 networks across all platforms and devices.
- High quality TV content means delivering your ad with targeted ConnectedTV/OTT will run within trusted environments
- Such as programs run on Discover, Disney, Hallmark Channel, Turner, Univision, Crackle, Outdoor Channel, Viacom, Scripps, and more.
- 80% of content is delivered to big screens, driving high completion rates (95%-98% avg.)
- on STB (set top box) VOD (video on demand) and CTV (Connected TV, ROKU, APPLE TV, XBOX, etc.)

Comcast/Effectv Total Campaign Delivery

Flight Dates: 12/26/2023 - 3/1/2024

- Total Frequency 8
- Total Reach 92%
- Total Estimated Impressions 419,466

Total Cost \$28,000

- Comcast Added Value No Charge \$ 3,400
- Comcast Grand Schedule Value \$31,400

BOMBA New Haven Spanish Language Radio = \$8,600

Flight Dates: 12/26/2023 - 3/1/2024

- Added Value 3 Interviews
- Added Value 100 no charge 30 sec. commercials
- Production of Spanish Language commercial at no charge
- Total 30 sec. commercials = 320
- Total Gross Impressions A25-54 = 179,000
- Total Frequency 11

Digital Campaign Overview = \$23,400

Flight Dates: 12/26/2023 - 3/1/2024

Added Value No charge production and editing of banner ads

Professional Expertise

Charmaine L. Seavy, CV MEDIA, INC.
18 Quarry Road, Simsbury, CT 06070
www.cvmediainc.com

CV MEDIA, INC. provides strategic media planning combined with the development of marketing plans, tough negotiating skills, and the ability to give interviews, promotions, and "added value" dollars from the media while delivering a complete package of services. Experience in strategic planning and negotiating paid and added value campaigns while building critical media relationships and ensuring promised delivery for successful media campaigns.

There's more than meets the eye when working with the media. Getting the right placement and the right timing—and all without being overcharged—takes hard work, media savvy, and tough negotiation skills. CV MEDIA, INC. is your secret weapon, fighting in your corner for the best placements, interviews, and added value no charge extras. Over 30 years of expertise make a world of difference in making your strategic advertising campaigns hit your marketing goals.

CV MEDIA, INC. is an S Corp and has experience working on national, regional and local consumer, not-for-profit, political, institutional, and business-to-business accounts. Experience working with all media types while building critical media relationships that help clients meet their goals. Consistently achieving promised delivery for successful media campaigns while at the same time fulfilling higher media impact and delivering significant added value opportunities is what we do daily!

RELEVANT EXPERIENCE

- President, CV MEDIA, INC., Simsbury, CT (incorporated 1996)
- Media Director, DECKER RICKARD, Glastonbury, CT
- Media Director, KATZ & ASSOC., St. Louis, MO
- Senior Media Buyer, Batz-Hodgson-Neuwoehner, St. Louis, MO
- EDUCATION:
- Graduated with Honors, Drake University, B.A., Journalism, Major - Advertising

AFFILIATIONS

- ADVERTISING CLUB OF CT - Past President, Membership Director, and Board of Directors
- ADVERTISING CLUB OF ST. LOUIS, President Lamplighters (under 30) and Board of Directors
- Senior Executive Women's Network 2014 – Present, Sponsor and Executive Committee Member
- Simsbury Chamber of Commerce Member
- Avon Chamber of Commerce Member
- Simsbury Tourism Committee 2013 – 2020
- Simsbury Economic Development Commission 2019 – Present

Services

Television:

- National, regional, and local broadcast
- Cable TV, geographic/demographic targeting
- Online video networks and portals

Radio:

- AM + FM radio
- SiriusXM satellite radio
- Internet streaming services
- Targeted audio in-app

Print:

- National, regional, and local
- Newspaper/magazine
- Circulation, audience composition evaluation

Out-Of-Home:

- Traditional/digital billboards + poster panels
- Mobile Billboards
- "Spectacular"
- Urban out-of-home
- Airport/mall displays + kiosks
- Transit – bus + commuter rail
- Street furniture
- Demographic analysis of outdoor usage
- Demographic analysis of outdoor site locations

Digital:

- Retargeting + geo-fencing
- Programmatic banner/video ads
- B2B audience targeting
- Data onboarding, custom audience
- Streaming audio
- Email marketing
- ConnectedTV – OTT
- Social media
- SEM + pay-per-click (PPC)

EDUCATIONAL ACCOUNTS:

- New Haven Public Schools – Schools Choice & Enrollment
- Teach.org
- East Catholic High School
- Northwest Catholic High School
- Sacred Heart Academy
- St. Joseph University
- Families for Excellent Schools

NOT-FOR-PROFIT:

- Hartford Foundation for Public Giving
- Fairfield County's Community Foundation
- Gifts of Love
- Nonprofit Alliance
- Community Renewal Team
- CT DEMS – Democratic Party of Connecticut
- National Kidney Foundation
- Greater Hartford Open
- Greater Hartford Auto Dealers Associations
- CT Coalition Against Domestic Violence

CV Media, Inc. References

New Haven Public Schools - 2021-2022, media campaign in English & Spanish for Television, Cable TV, Radio, Outdoor Bulletins, Programmatic digital banners/video/audio, Social Media

Marquelle I. Middleton, Director of School Choice & Enrollment,
Marquelle.Middleton@new-haven.k12.ct.us, 475-220-1430

Community Renewal Team: Since 2012, various media campaigns, including:

- Energy Assistance Programs: Media in English & Spanish – Radio, Print, Programmatic Digital
- The Retreat: Media in English & Spanish - Print, Radio, Programmatic Digital, Social Media
- Census: Media in English & Spanish - Radio, Programmatic Digital
- Got Out the Vote in English & Spanish - Radio, Programmatic Digital
- Clinical & General Recruitment – Programmatic Digital, Social Media
- Women's Empowerment Center – Programmatic Digital

Ilana Bernstein, Development & Marketing Director, Bernsteini@cerct.org, 860-560-5657
Julie Ackerman, Assistant Vice President, AckermanJ@crtct.org, 860-560-5772

Fairfield County's Community Foundation: Since 2018, various media campaigns, including:

- Scholarships: Programmatic Digital banners & videos, social media
- Giving Day in English & Spanish: Programmatic Digital banners & videos, social media
- Year End Donor: Programmatic Digital banners & videos, social media
- Fund For Women & Girls: Programmatic Digital & videos, social media
- Got Out the Vote in English & Spanish - Radio, Programmatic Digital & videos, and Social Media

Elaine Mintz, Chief Operating Officer, emintz@fccfoundation.org, 203-750-3209
Krista Carnes, Communications Director, kcarnes@fccfoundation.org, 203-750-3242

Hartford Foundation for Public Giving: Since 2018, various media campaigns, including:

Action Fund for Racial Justice: Media in English & Spanish –Print, Programmatic Digital banners/video/ConnectedTV

Listening Tour: Cable

Year End Donor: Print, Programmatic Digital banners/video/ConnectedTV

Got Out the Vote in English & Spanish - Radio, Programmatic Digital & videos

Doretta Andonucci, Communications & Marketing Officer, DAndonucci@hfpg.org 860-670-5016

Teach Connecticut, Teach.org: Since 2019, placed PSA media campaigns

Campaign to encourage adults to find out to become a teacher: Media in English & Spanish for Television, Cable, Print, Radio, Programmatic Digital, and Outdoor Highway Bulletins

Melissa Galloway, Director of Marketing, Melissa@teach.org 347-423-8383

Pricing Proposal

NEW HAVEN MAGNET PUBLIC SCHOOLS – MULTI MEDIA ADVERTISING PROPOSAL SUMMARY

Delivery/Total Impressions

Grand Total Impressions = 1,736,000

- Behavioral, & Contextual banner ads served in 10 sizes = 1,036,000 guaranteed impressions
- Programmatic Digital Video 30 sec. commercials 250,000 guaranteed impressions
- Spanish Audio/radio 30 sec. commercial targeted digitally 50,000 impressions
- Paid Meta Social Media (Facebook & Instragram) estimated 400,000 impressions

New Haven Magnet Public Schools – Multi-Media Advertising Summary

	TOTAL IMPRESSIONS	TOTAL COST
Comcast/Effectv Cable TV	419,466	\$28,000
BOMBA RADIO	179,000	\$ 8,600
Digital Advertising	<u>1,736,000</u>	<u>\$23,400</u>
GRAND TOTALS	2,334,466	\$60,000



CAPABILITY STATEMENT

Founded in 2005, Winston Strategic Partners is a management consulting firm serving clients across the U.S. We deliver change management communications solutions that promote employee engagement and equip leaders for the future.

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CORE COMPETENCIES

- Change Management Communications**
Engage stakeholders to action with communication strategies that incorporate the “why” with relevance and empathy
- Talent & Leadership Development**
Expand leadership and management competencies to master complex organizational change and strategic challenges
- Diversity & Inclusion Strategies**
Establish or expand initiatives that influence and promote organizational cultures of inclusion

DIFFERENTIATORS

- 25+ years of experience in corporate roles and consulting engagements
- Team of seasoned professionals
- Dedicated resource from strategy through implementation
- Custom course design & facilitation services
- Small and nimble business enterprise offering competitive pricing and uncompromising service
- Diverse industry experience

CLIENTS

- Rhode Island National Guard
- Consolidated Edison
- Connecticut Lottery Corporation
- Dr Pepper Snapple Group
- Connecticut Department of Transportation
- University of Hartford
- Unilever
- NYK Lines (N.A.) Corp.
- Pitney Bowes

www.winstonstrategicpartners.com

COMPANY CONTACT INFORMATION

Winston Strategic Partners, LLC
262 West Cedar Street, Norwalk CT 06854

DIANE WINSTON
Founder & CEO
O 203.838.9789 M 203.247.7015 F 203.838.9934
dwinston@winstonstrategicpartners.com
www.winstonstrategicpartners.com

PROCUREMENT READINESS DATA

UEI DY1CACNZK477
DUNS Number 616022104
CAGE Code 4TH57
FEIN 510556009
SAM Active

NAICS CODES

541611 Administrative Management & General Management Consulting
541612 Human Resources Consulting
541613 Marketing Consulting
611430 Professional & Management Development Training

SIC CATEGORIES

8742 Management Consulting Services
8299 School and Education Services NEC

NIJP CODE

92441 Education & Training Services
91841 Business Consulting
91871 Management Consulting
91824 Communication Consulting
91865 HR Consulting Services
91883 Organizational Development Consulting

PSC CODES

B553 Communications Studies
R426 Communications Services
R431 Support - Professional: Human Resources
U008 Training/Curriculum Development
U009 Education Services
U099 Education/Training

CERTIFICATIONS





DIANE WINSTON, FOUNDER & CEO
COMMUNICATIONS CONSULTANT | CHANGE
MANAGEMENT PRACTITIONER | KEYNOTE

Diane Winston is a seasoned change management consultant and communications strategist with over 30 years of corporate and consulting experience. She established Winston Strategic Partners in 2005 as a management consulting firm promoting employee engagement through strategic change management communications solutions, leadership development training seminars, and diversity and inclusion programming support.

Empathy is the foundation of Diane's approach to defining communication strategies and delivering training workshops. She incorporates the "big picture" objective with stakeholders in mind. Her direct approach inspires employee engagement, promotes organizational change, and, as a Keynote speaker, she captivates audiences into thought-provoking conversations.

Her firm serves a diversity of clients across various industry sectors, including Con Edison, Dr Pepper Snapple Group, Rhode Island National Guard, University of Hartford, Pitney Bowes, Unilever, Connecticut Lottery, NYK Lines (NA) Corp., and Scholarship America.

She is a member of the Association of Change Management Professionals, the International Association of Business Communicators, Women Impacting Public Policy, the Connecticut Women's Council, Black Business Alliance, Collaboration of Minority Women Professionals, and the U.S. and New York Women's Chambers of Commerce.

Diane is also active in her community. She is a member of the Advisory Board for the Southwestern Connecticut Women's Business Development Council, a SCORE Workshop Speaker and Business Mentor, and a Leader of a Women's Life Group at her church.

She is a graduate of the Capital One & WPEO-NY SAGE Program, the Goldman Sachs 10,000 Small Businesses Program, and the Executive Education Program at Tuck School of Business at Dartmouth College.

Diane is a Prosci-certified Change Management Practitioner, and she has an MBA from the University of Chicago and a BA from New York University.

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Contact Information

If you have questions or want to discuss any portion of this Proposal, don't hesitate to contact me directly. Thank you.

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