

ADVERTISING PROPOSAL
REQUEST FOR PROPOSAL P19-93

Prepared Especially For

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Purchasing Department
University Hospital

February 8, 1993

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Thanks so much for giving us the opportunity to learn about the advertising needs and requirements of University Hospital and Children's Hospital of New Mexico. We sincerely appreciate your time, your input, and your interest.

The following materials have been prepared in response to your Request For Proposal P19-93.

Our advice and suggestions are based on the research we have conducted on your behalf, through our suppliers, our own creative team, and others, in order to give you a prompt, detailed picture of the work needed, and the expenses involved.

We'd be more than happy to answer any questions you may have, and provide whatever additional information you require.

THE FUTURE OF HEALTH CARE

Medical knowledge is currently doubling every eight years. Some of the new developments we can expect to see in the future:

The public will have general expectations of a high level of medical care. Also, medical costs will rise more slowly by the turn of the century. There will be a great deal of growth in the health industries; many new biotechnology jobs will open up.

By the year 2000, 85 percent of all doctors will be salaried. There will also be a surplus of 100,000 physicians by 2001. The result: doctors will pay closer attention to individual patient care; office hours will be extended to evenings and weekends.

There will be more nurses available for community-based health care; salaries for nurses will rise.

Prescriptions will be written, transmitted, and filled via computer. Drug costs will decrease; 53 percent of all drugs will be generic.

New, computer-based diagnostic tools will be providing doctors with unsurpassed cross-sectional images of soft and hard tissues inside the body, thus eliminating much exploratory surgery. Brain cell and tissue implants will be in the experimental phase by 2001, to aid victims of retardation and head trauma. Laboratory-grown bone, muscle, and blood cells will be used in transplants.

\$100 billion spent in genetic engineering by the year 2000 will result in:

- Artificial blood (which could replace the nation's blood banks)
- Human growth hormones
- Memory-recall drugs
- Newborns with particular disease immunities

—From *American Renaissance: Our Life At The Turn Of The 21st Century*,
by Marvin Cetron and Owen Davies.

AN OVERVIEW

University Hospital is a major New Mexico health care provider, affiliated with the University of New Mexico School of Medicine. Its mission is threefold: education, patient care, and research.

It is one of only 121 such facilities in the country, where experienced senior physicians not only care for patients, but also supervise the education of younger physicians. As the state's primary teaching hospital, it is also responsible for the training of nurses, physical therapists, emergency medical technicians, paramedics, pulmonary therapists, and technicians in radiology, nuclear medicine, ultrasound and magnetic resonance imaging, and laboratory services.

Many of University Hospital's programs serve as models for the rest of the country. The hospital's outreach program, for example, sends physicians all over the state, in an effort to deliver medical care, promote wellness, and help educate all New Mexicans, regardless of their location or their particular illness.

Some of the most noteworthy special care units and medical programs at University Hospital include:

- ◆ Level I Trauma Center – for care of the most critically injured patients
- ◆ Lifeguard Air Emergency Services – now in its eleventh year of providing emergency transportation by helicopter or fixed-wing aircraft
- ◆ Geriatrics – a senior health center delivering comprehensive care to aging patients, while training physicians in geriatric medicine
- ◆ Kidney Transplantation – the first program of its kind in the state
- ◆ Children's Hospital Neonatal Intensive Care – for critically ill premature infants
- ◆ Children's Hospital Pediatric Intensive Care – for children undergoing serious surgeries or suffering life-threatening disease
- ◆ New Mexico Regional Burn Center
- ◆ Limb Reimplantation/Microsurgery – reattachment of severed limbs using the latest microsurgery techniques
- ◆ State-of-the-art Cardiac and Cardio-Thoracic Surgery – for both adult and pediatric patients
- ◆ Women's Health Center – a full range of OB/GYN services
- ◆ Home and Hospice Care
- ◆ Sleep Disorders Center
- ◆ Ambulatory Care Center – providing comprehensive outpatient services

HOW IT ALL BEGAN

University Hospital's history actually dates back to 1954, when it began operations as the Bernalillo County Indian Hospital. It was originally a joint venture of the Indian Health Services and Bernalillo County, serving as both a community hospital for indigent care and a provider of medical services to Native Americans.

The hospital established its first training program in 1955. In the late 1950s, University of New Mexico entered the picture with a plan to establish a medical school, using the hospital as a teaching facility. By 1964, the idea had become a reality. In 1968, the University regents and Bernalillo County Commissioners assumed joint control of the hospital, and its name was changed to Bernalillo County Medical Center. The facility took on its present name, University Hospital, in 1979.

THE CHALLENGES OF THE 1990s

Today, University Hospital finds itself in the midst of a tumultuous revolution in health care. Even as medical technologies take giant leaps forward in the treatment of disease, the upwardly spiraling costs of such high-tech care have spurred the nation's leaders to re-examine the status quo. Affordability and availability are the overriding concerns, raised by individuals as well as grass roots political organizations. Given the new initiatives of President Clinton on this issue (and the results of research by Hillary Rodham Clinton), medical practitioners can expect dramatic changes in the way they do business over the next few years.

It should be noted, of course, that governmental policies will not be the only factor in this revolution; market forces (namely, competition among health care providers, pharmaceutical manufacturers, and insurance companies, as well as the buying decisions of better-informed consumers) may dictate changes well in advance of any presidential directives.

With these developments in mind, University Hospital will most likely find itself rethinking many of its current operational practices, particularly those that impact its public image, its relationships with patients and other prospective users of its services, and its ongoing endeavors to maintain or increase financial support.

THE CHANGING ROLE OF ADVERTISING

In the past, advertising and marketing services may have been obtained by the hospital on a casual, as-needed basis. Ads and brochures could be equated with other commodity items, like soap and linen supplies. Local vendors vied with one another for the privilege of meeting the hospital's communications requirements—either on an occasional or on a regular basis. No thought had been given to the matter of a "family look" for all printed materials. After all, brochures are like bars of soap—as long as they do the job, it doesn't matter what size, shape, or color they are.... or does it?

As an organization evolves from county hospital to state-of-the-art health care facility, "a la carte" purchasing of professional advertising services may no longer be the best approach. Long-term planning, well-organized image programs, and across-the-board consistency of message (no matter what part of the medical center it originates from) cannot be easily managed with a number of different suppliers all advancing their own personal agendas. The advantage of single source coordination becomes obvious.

A UNIFIED VOICE

Many other large organizations, as they've grown and developed over the years, have had the same experience. The most successful marketing comes when there is a clear vision, a singularity of purpose, a unified voice that speaks for the whole family of practitioners. Of course, this is no easy goal to achieve. It usually doesn't happen overnight, since there are a number of different constituencies to be satisfied.

Ideally, having a hospital marketing director (with the clear-cut responsibility for, and decision-making power over all advertising and marketing activities) is one way of assuring the support of every member of the team. He or she not only serves as a conduit of information (from doctor to designer, respiratory therapist to writer, clinical director to creative director) but also acts as the ultimate arbiter of style. With specific goals, approved budgets, and predetermined corporate image standards as guides, the marketing director keeps the institution on a steady course, maintaining the hospital's unique identity in the face of all manner of challenges, both internal and external.

THE ADVERTISING PRACTITIONER

The hospital marketing director, however, is not alone. The other half of the equation is a reliable outside supplier of advertising and marketing services. This "advertising practitioner" has at his or her command a full complement of capabilities — advertising, graphic design, printing, public relations, research, photography, video production, media placement, and numerous other specialties that come under the umbrella of "marketing and creative services."

The advertising practitioner's firm does not have to be large in size to offer all these services. The truth is, even large ad agencies routinely farm out many of these functions to other individuals or firms. It's more cost-effective to outsource in this fashion, rather than paying the high cost of overhead by maintaining on-staff specialists. This also allows you to pick the right supplier for the job.

Being an accomplished communicator and coordinator is what really matters. The advertising practitioner who can bring a wide range of hands-on experience to the assignment has the advantage of knowing what works—and what doesn't. He or she has the talent to research, write, design, and produce whatever is needed—or the expertise to delegate the job to others, and supervise, when necessary.

The most important element, however, is the role the advertising practitioner plays as a *single source supplier* to the client. Problems of inconsistency and "re-inventing the wheel" are eliminated, because the advertising firm either performs the work itself, or closely oversees the process. When both advertising firm and client share the same standards, the same commitment to excellence, the resulting *partnership* guarantees success in any venture they undertake.

Achieving your objectives demands both hard work and inspiration. To be a success, in the words of Marchant, you need to "be daring, be first, be different." It also helps to have a strong commitment to systematically conceived, strategically executed, and distinctively creative marketing. That's what customer-responsive, high quality health care is all about.

THE CHALLENGES

As mentioned previously, the health care industry will experience quite a bit of upheaval in the coming years. On the local scene, University Hospital will be subject to many of the same transitional pressures as other institutions around the country, along with a few that are unique to our area. Here are a few of the challenges facing it:

- **Name/identity confusion** – when a parent organization's name is similar to that of an affiliated institution, some degree of confusion usually results. University of New Mexico Medical Center (the parent) consists of University Hospital and Children's Hospital of New Mexico, along with six other clinical facilities (two of which also have "University of New Mexico" in their names). To the general public, subtle distinctions like this may be more harmful than helpful, particularly in an emergency. There is no easy answer to this dilemma.
- **Starting from scratch** – establishing a new or improved identity is not an overnight process, as any reputable communications practitioner will advise. In this age of Wall Street-inspired, short-term profit strategies, the normal tendency is to expect immediate results, which is not always realistic. There are textbooks filled with case studies of companies who have toiled for years to bring their names or products out of anonymity, establishing recognized brand identities only after much hard work and expense. Anyone who promises otherwise may not be telling the whole story.
- **Media expense** – further complicating the above challenge is the sheer cost of media. Advertising media (print, broadcast, and collateral) is expensive. It can easily consume a major portion of a communications budget. Without sufficient depth of exposure, a small or modest campaign faces the risk of being lost in the crowd of countless other advertisers with larger budgets and more air time or print space.
- **Medi-advertising clutter** – here in Albuquerque, the presence of a large number of for-profit health care providers poses another challenge: the local media already experience a high concentration of competing messages from area hospitals and other related organizations. The challenge here is for an organization such as University Hospital to (a) break through the medi-ad clutter and (b) sustain a long-term, continuing campaign that is necessary to establish and nurture its identity.

THE OPPORTUNITIES

While there are certainly challenges to University Hospital's mission, as we have just outlined, there are also a number of opportunities and rewards:

- Being in the vanguard of American medical research and technology, as a teaching hospital whose programs serve as models for other areas around the country.
- Bringing new developments in science and medicine to the attention of larger numbers of people, through skillful media placement and information dissemination in both mass media and special interest communications vehicles.
- Creating an environment for even greater financial support of University Hospital's mission, through benefactor-targeted materials.
- Planting the seeds for the future growth and advancement of University Hospital.
- Furthering the reputation and professional standing of the hospital's team of practitioners and researchers, bringing with it the opportunity for even more rewarding health care endeavors.

Now we'd like to show you what **Corporate Style**, as an advertising practitioner, can do for University Hospital.

CORPORATE STYLE DEFINED

1. **A consciously-expressed public image** of companies or corporate organizations, imparted by various means, ranging from routine items of daily correspondence (i.e., letterhead and logo designs), to advertising and other external communications, to internal memos, policies and procedures, employee and management tone, attitudes, etc.
2. **A positive, confident air** of resoluteness, self-assurance, and bold determination, usually accompanied by an innate sense of vision and imagination.
3. **A specific style of communications**, both written and visual (or non-verbal), that is targeted to the corporate world, as practiced by **Corporate Style Marketing & Creative Services**.

WHAT IS CORPORATE STYLE?

CORPORATE STYLE is a New Mexico-based marketing and creative services company, offering a wide range of communications resources to corporations, industries, and non-profit institutions.

We are a full-service organization, providing total project planning and management, from research and creative concept development through desktop publishing, electronic media production, and printing.

Cynthia Nalesnik, the firm's president/marketing consultant, combines a well-rounded background in sales, marketing, client relations, and non-profit work, with experience in computers and information management. She is currently a member of the board of directors of the American Cancer Society Albuquerque unit. Previously, she's served as marketing representative for a computer firm, a monthly city magazine, and a direct mail house. She also worked for the Cleveland Museum of Natural History, the Smithsonian Institution, and the National Park Service.

V.P./creative director Tom Nalesnik's print and broadcast work has not only achieved desired marketing results for clients, it has also earned him numerous awards over the years, including Addys, an Emmy, and honors in local competitions in Cleveland, Dayton, Akron, West Virginia, and New Mexico. In addition, one of his brochures and a series of direct mail posters were cited for honors in the prestigious New York Art Directors Club competition. Before establishing Corporate Style, he worked for a number of ad agencies, television and radio stations, and publications.

AGENCY PROFILE

Here is a brief summary of **Corporate Style Marketing & Creative Services**:

Type of business	Advertising, marketing & public relations firm
Principals	Cynthia M. Nalesnik, president Thomas A. Nalesnik, vice president
Address/ phone	11404 Morocco Rd. NE, Albuquerque NM 87111 Telephone (505) 275-8117 – Fax (505) 296-5138 P.O. Box 14247, Albuquerque NM 87191-4247
Services	Advertising, graphic design, public relations & publicity, marketing, corporate communications, direct mail, research, media placement, printing, radio, TV & video production, photography, speechwriting, special events
Project types	Ads, annual reports, audiovisual & video presentations, brochures and pamphlets, business plans, campaign planning & budgeting, computer graphics, directories, feature articles and magazine stories, flyers, invitations, logo & letterhead design, news releases, newsletters, outdoor billboards, policy manuals, press kits, radio & TV commercials
Health care clients (past and present)	Active Treatment (NM); American Cancer Society (NM, Ohio); Blue Cross & Blue Shield (Ohio); Columbia West Radiology (Ohio); Frederick Fiber, MD (NM); Kidney Foundation (OH); Lovelace (NM); Red Cross (OH).
Selected projects	American Cancer Society "Esperanza" newsletter, 1990-93 Blue Cross/Blue Shield of Ohio "Confident" & "Silver Plus" (Medicare supplemental program) brochure writing, 1987 Dr. Frederick Fiber ads, brochures, 1990 (with Hill Design) Kidney Foundation of Ohio, TV campaign, 1977 Lovelace newspaper supplements ghostwriting, 1990 & 1991
Company established	1987 started in Ohio as "A Way With Words"; changed name in 1991 to Corporate Style Marketing & Creative Services
Years of experience of company principals	Cynthia Nalesnik – 15 years Thomas Nalesnik – 19 years
Affiliations	American Cancer Society (board member) Communicating Artists of New Mexico (board member) Greater Albuquerque Chamber of Commerce International Association of Business Communicators
Honors & awards	Addys; Emmy awards; New York Art Directors Club Competition citations; numerous honors in local ad club competitions in Ohio, West Virginia, and New Mexico
Education	Cynthia Nalesnik – B.A., Liberal Arts, 1978 (major in Anthropology and Museum Studies), Univ. of Arizona Thomas Nalesnik – B.S., Television-Radio, 1974, Syracuse University, Newhouse School of Public Communications

CORPORATE FACTS

<i>Graphics capability</i>	Black & white, spot color, and full color (process color)
<i>Number of typefaces in-house</i>	More than 100 styles & variations
<i>Number of clip art images</i>	Over 2,200
<i>Computer systems</i>	Macintosh
<i>Compatibility</i>	Can also interface with IBM PCs
<i>Other equipment</i>	Scanner, laser printer, fax, off-line video editing system
<i>Number of clients over the years</i>	Over 100 companies
<i>Typical client fields</i>	Aerospace, automobile dealerships, banks, chemicals, computer resellers, contractors, dairy foods, electronics, financial services, furniture, health care, hospitality & tourism, manufacturing, material handling, mining, paints, personnel firms, plumbing supplies, restaurants, utilities (electric & telephone)
<i>Examples of past clients (non-medical)</i>	Alcan Aluminum, Arby's, BFGoodrich, Cleveland Convention & Visitors Bureau, General Electric, Moen Faucets, Phelps-Dodge Corp., Sherwin-Williams Paints, Smith's Dairy, Standard Register
<i>Media expertise</i>	Ads (newspaper, magazine) Audiovisual programs Billboards Brochures Direct mail Directory advertising Magazines & newsletters Point of purchase displays Radio Specialty advertising Speeches Television Video presentations

BACKGROUND – CYNTHIA NALESNIK

MUSEUM STUDIES AND ANTHROPOLOGY	<p>National Park Service, Santa Fe. Archeology Technician, 1989-90. Developed detailed criteria for implementing the ARI (Archeology Resource Inventory) management database for Bandelier National Monument. Prepared budget projections and time motion reports. Conducted in-depth historical research. Utilized Oracle software to request database information from the Laboratory of Anthropology computers.</p>
	<p>Cleveland Museum of Natural History, Ohio, 1988 and 1979. As Data Entry Assistant, entered skeletal statistics of the Hammond-Todd collection, utilizing dBase III. Previously, as Casting Lab Assistant, prepared and poured latex and plaster casts of fossils of "Lucy," discovered by Dr. D.C. Johanson.</p>
	<p>Smithsonian Institution, Washington, DC, 1978-79. As key disk operator, entered and edited inventory journals of Natural History Museum's anthropology collections.</p>
	<p>University of Arizona, Tucson, AZ. B.A. in Liberal Arts, 1978, with major in Anthropology and Museum Studies.</p>
FORENSICS	<p>Undertook graduate studies in Forensic Medicine at the Smithsonian Institution in conjunction with George Washington University.</p>
HUMAN RESOURCE DEVELOPMENT	<p>CIVAC (Community Information/Volunteer Action Center), Cleveland, OH, 1985-1987. Worked with the Director to coordinate and implement programs and services created to assist other non-profit agencies. Assisted in the recruitment of volunteers and the promotion of volunteer leadership in the community. Designed and produced a skills bank directory for the FORUM for Volunteer Administrators, 1985-86 and 1986-87. Organized 24 training seminars, which were attended by over 1400 Volunteer Administrators and non-profit board members.</p>
DONOR, MEDIA DATABASE ORGANIZATION	<p>CIVAC 1985-1987. Assisted the Director of Development in creating a computer database containing past donor information. Also organized a database of all media personnel, so that customized news releases could easily be sent to TV, radio, and newspaper contacts.</p>
NON-PROFIT BOARDS	<p>American Cancer Society, Albuquerque unit, 1992-1993. Co-chair, Breast Cancer Detection and Awareness Program, 1992; Publicity chairperson, Mardi Gras fundraising event, 1993.</p>
	<p>Hill House (non-profit mental health organization), Ohio, 1986-1988. Committee chair, responsible for planning the organization's first large public fundraising event. Obtained news coverage of the story on the local NBC affiliate the night of the event. Received several letters of support from local and state government leaders. Worked with the staff of Hill House to purge and expand its donors list to increase annual donations.</p>

BACKGROUND – TOM NALESNIK

ADVERTISING	<p>McKinney Advertising, Cleveland, OH, 1987-1988. Manager of Creative Services Supervised copy and design; developed ad and collateral concepts for consumer and trade clients; took active part in proposal writing and client presentations; also involved in estimating and budgeting. As special public service project, wrote/spearheaded <i>American Cancer Society</i> (northern Ohio unit) annual report.</p>
	<p>Griswold, Inc. (ad agency), Cleveland, OH, 1984-87. As senior copywriter, created advertising and promotional concepts that successfully combined award-winning creativity with market-proven effectiveness. Wrote/produced ads, brochures, direct mail campaigns, radio and TV commercials, film/video presentations, sales promotions.</p>
	<p>PR Associates, Inc. (ad agency), Akron, OH, 1980-84. Served as Copy Director, Senior Copywriter. Supervised two writers; responsible for ad concept and theme development; new product introductions; collateral; broadcast and A/V production.</p>
TELEVISION PROMOTION AND ADVERTISING	<p>KNMZ-TV (later KKTO-TV), Albuquerque, 1988-89. As Creative Services Manager, directed art, on-air promotion, and commercial production activities. Supervised staff of four. Responsible for budget preparation; creation and placement of media advertising; publicity; development of special station projects, promotions, and new on-air graphics. Worked with <i>Parents Against Drugs</i> organization on new public service campaign, scheduled to appear on KNMZ-TV.</p>
	<p>WJKW-TV (later WJW-TV), Cleveland, OH, 1976-1979. As On-Air Promotion Director, developed systems approach to writing, editing, production, and scheduling of station's own promotion spots. Handled thousands of spot placements each year. Special projects included video presentations for station management; direct response promotions; station tours; and public service campaigns such as those for the <i>Kidney Foundation</i> and the <i>American Red Cross</i>, Cleveland Unit.</p>
	<p>WOWK-TV, Huntington, W.Va., 1974-76. As Assistant Promotion Manager, wrote/produced radio and TV spots; sales promotions; handled station photography. Helped promote new station image, call letter change, new newscast format, and other changes.</p>
JOURNALISM/ COMMUNICATIONS	<p>While attending college, worked at WAER-FM (Syracuse, NY) as a newscaster/writer and commentary writer/producer; also served as freelance news reporter for WJDM-Radio, Elizabeth, NJ; feature writer/restaurant critic for Syracuse New Times (NY); summer intern/writer for U.S. government military installation employee newsletters, Bayonne, NJ.</p>
	<p>Syracuse University S.I. Newhouse School of Public Communications, Syracuse, NY. B.S. in Television-Radio, magna cum laude, 1974, with additional course concentrations in advertising, graphics, photography, journalism, and other communications areas.</p>
NON-PROFIT BOARDS	<p>American Cancer Society, Albuquerque unit, 1989-92. Served as publicity committee chairperson. Solicited media coverage and promoted public awareness of activities such as Profiles in Survival TV special; Jailathon fundraiser; Great American Smokeout; division annual meetings and other functions.</p>

HEALTH CARE EXPERIENCE

ACTIVE TREATMENT/ ALBUQUERQUE - Prepared start-up literature (brochure, press releases, staff biographies, etc.) for this outpatient treatment program for chemical dependency.

AMERICAN CANCER SOCIETY - Designed and desktop-published division-wide "Esperanza" newsletter; wrote copy for and supervised agency art director in the production of the 1987 annual report for the Northeast Ohio division of ACS; also assisted with creative concepts, writing for special fundraising events. Here in New Mexico, served as board member for Albuquerque unit; assisted in media relations/ creative concepting role for 1989 Albuquerque Jail-a-thon publicity; completed a new ACS pamphlet to be used statewide; wrote and produced a special public service announcement for ACS' Christmas Home Show.

BLUE CROSS AND BLUE SHIELD OF OHIO - Freelance writer for brochures on ConfiDent dental insurance plan (employer and end-user sales pieces); also wrote brochure for Silver Plus supplemental Medicare plan; served as creative consultant on Silver Plus newspaper ad.

COLUMBIA WEST RADIOLOGY - Freelance project: wrote direct mail letter for new radiology business startup; provided ideas for corporate logo design.

DEACONESS HOSPITAL OF CLEVELAND - Under contract to local benefactor, did freelance scripting, videography and editing of dedication ceremonies for "Tree of Life," to honor hospital donors.

FREDERICK FIBER, M.D. - Wrote ads and brochures for Dr. Fiber's eye, ear, nose and throat practice (Albuquerque, NM), in collaboration with Hill Marketing Design.

LOVELACE - Edited, researched, and ghost-wrote newspaper articles for Lovelace medical staff, for publication in a special health care supplement in the Albuquerque Journal, Fall 1990. Also completed assignment for Belinoff & Bagley agency: various stories for Lovelace at Journal Center newspaper section, June 1991.

MORGAN ADHESIVES COMPANY - Researched and wrote sales literature for pressure-sensitive adhesive products used in health care market, such as transdermal patches.

MID-CONTINENT TELEPHONE COMPANY (now Alltel Communications) - Wrote advertising, collateral, and A/V materials utilizing a case history approach, focusing on satisfied telephone company customers -- one of the featured profiles being that of a major northeastern Ohio hospital (and its successful conversion to a new state-of-the-art phone system). Researched, wrote, and produced A/V segment, working directly with hospital personnel.

WJKW-TV, Cleveland - In role of On-Air Promotion Director, wrote and produced public service TV spots for Red Cross blood drive; Kidney Foundation fundraising event. Kidney Foundation spots not only won a local Emmy Award, but also brought about a torrent of phone calls each time the spots ran.

KNMZ-TV (later KKTO-TV), Albuquerque - Conceived, wrote, and directed production of drug abuse campaign TV spots, as pilot project for full station sponsorship of program, in cooperation with Parents Against Drugs organization.

THE ADVANTAGES OF CORPORATE STYLE

Old-fashioned craftsmanship, along with state-of-the-art technology.

That means you can expect prompt, accurate, professional work, always carefully organized and clearly presented. You get the full benefit of our 19+ years of experience in journalism, advertising, public relations and marketing, combined with an in-depth knowledge of computer graphics & design, desktop publishing, audiovisual and video production, and other innovative technologies.

Adopting the thinking of your organization.

Some companies hesitate going outside with certain projects. "Our people know the subject better." "How can someone else do it like we do?" The truth is, we do it all the time. Clients know that we're not only a "quick study," we're also very skilled at mastering their own trade terminology and other corporate nuances. Our ghost-writing usually sails through with quick approvals.

Blending verbal and non-verbal, written and visual communications.

As television and other visual media play an increasingly important role in our society, words alone are no longer enough. Text and graphics need to work hand-in-hand, one complementing the other. Because of our unique background — embracing both broadcast and print, writing as well as design — you'll be assured of well-integrated materials that communicate successfully on a variety of levels.

Bridging the gap between consumer and technical markets.

We've all enjoyed the benefits of the "media revolution." Eye-catching ads and Hollywood-style TV commercials, however, have managed to blur traditional lines between strictly "consumer" and "technical" markets. Whether you're promoting high-tech medical breakthroughs, or special children's programs, your communications materials are now expected to be just as sophisticated and well-produced as the best consumer advertisements. Since we've worked for a wide range of clients — consumer and industrial, professional and technical — we can help you accomplish your objectives, whatever the specific market or audience.

HOW CAN WE HELP UNIVERSITY HOSPITAL?

There are a number of areas in which **Corporate Style** can be of assistance to you, including:

- *Creative concepting, communications consulting* – determining the best, most flexible ways of accomplishing your goals — recommending advertising ideas, publicity angles, communications strategies, etc.
- *Coordinating words and visuals* – developing materials that succeed on two levels: not only describing your services and capabilities in well-chosen words and promotional language, but also demonstrating them visually, through imaginative design and execution. The most effective presentations feature words and visuals that work hand-in-hand, complementing each other.
- *Copywriting* – providing clear, well-organized, easily understandable copy, written to appeal to a wide variety of audiences.
- *Design/production* – we also do graphic design and desktop publishing; provide video, broadcast, and audiovisual production; perform or supervise photography; supply computer graphics and illustrations, as needed, and prepare finished layouts. We also work with printers and other suppliers to assure the best results possible, and see projects through to completion.
- *Media relations* – without duplicating the efforts of, or taking the place of, the hospital's existing public information personnel, we can make the necessary contacts among members of the print and broadcast media; walk through news releases and feature stories to appropriate editors and reporters; be available as a public relations representative if requested by the client; coordinate interviews and hospital staff availability for media purposes; and follow up when necessary to assure accuracy of coverage.

WHAT MAKES CORPORATE STYLE DIFFERENT

From traditional ad agencies and PR firms?

- Less overhead, lower hourly fees. Plus, more emphasis on cost-effective marketing. We try not to "over-design" communications materials so that you wind up paying a premium when it comes to printing, production, or media (some agencies have been known to spend most of a client's budget in the first few months, leaving little flexibility for the rest of the year).
- More innovative thinking, less reliance on outmoded formats. When it comes to different clients, we don't believe in a cookie cutter approach, "one size fits all."
- More stability. Unlike larger agencies, where account executives and creative staff seem to change monthly, our principals not only serve as primary client contacts, they also do much of the work. You can count on them to be there.
- Better suited for special corporate assignments that would cost too much or take too long at another agency or PR firm.
- More responsive, more accessible to clients. We pride ourselves on being small—it allows us to give you more personalized service, and meet your deadlines with greater efficiency.
- Less "committee" decision making than with larger agencies.

From design firms?

- More emphasis on communication, rather than artistic license.
- Less use of "experimental," unproven graphic techniques.
- Finished material that not only offers an aesthetically appealing appearance, but also skillfully edited, well-organized, easily-understood writing.

From freelance writers?

- Because of our wide-ranging background, which includes experience in radio and TV, as well as print media, we are more flexible, more versatile. We adapt our writing style to different media more easily.
- A strong audio/visual orientation, from our work in broadcasting, photography, graphics, layout and design, helps us write with a more "conceptual" approach, going beyond simple words on a page to synergistic pictures, headlines, captions, and body copy that all work together to communicate on many levels.
- Supervisory skills (creative direction, editing, copywriting supervision) give us a broader understanding of the written word than most writers. We know what works, and what doesn't, from a management perspective.

THE BENEFITS TO UNIVERSITY HOSPITAL

Target Group Orientation – Our wide-ranging experience, in print and broadcast journalism, advertising, promotion, marketing, and internal communications enables us to write and design with *your* target groups in mind. It is, after all, *their* interests and needs that determine the success of your organization's communications activities.

Professional Production – Your materials will be on a par with those produced for mass media audiences (television, print, etc.) — which can be very important when communicating with people accustomed to the high caliber look of major magazines, newspapers, and network TV, particularly when your organization operates on a regional or statewide level.

Credibility – Well-written, imaginatively produced materials reflect favorably on University Hospital's medical knowledge and expertise, as well as its overall working environment, which ultimately benefits your entire organization in terms of employee relations, recruitment prospects, fundraising and development potential, etc.

Efficiency – As busy as most organizations are, going outside for communications and marketing services can be an extremely efficient way to operate. It can take the burden off you and your staff, saving valuable time and energy for other responsibilities. Plus, you get the kind of advice and professional objectivity that can add to, and support, your own knowledge.

The bottom line is, outside help *can* be an additional expense — but compare that to the cost of staff time, the cost of temporarily putting other management activities on hold, or the cost of losing valuable personnel.

Chances are, when you add up *these* costs, they'll far outweigh the small expense of having well-planned, professionally-produced materials that actually facilitate media coverage, promote higher quality health care ...and enhance your organization's image at the same time.

CLIENT LIST (PARTIAL)

American Cancer Society

Art Holst

Associated Mountain Realtors

Aurora Enterprises

Bradbury & Stamm Construction

Competitive Edge

AMREP/Rio Rancho homes

Courtney's Cafe

Duhamel Designs, Inc.

Glassrite

Holiday Inn Midtown

Lovelace (project basis)

Ojibway of Keewaydin

Pat Goodwin's Office Equipment, Inc.

Plains Electric Cooperative

Public Service Company of New Mexico

Sandia Printery

Tanoan Country Club

TechSource Consulting, Inc.

WHAT KIND OF RESULTS DO OUR CLIENTS RECEIVE?

Predicting the success of a business relationship isn't as tough as it seems. Many companies look for a good track record. When a supplier performs satisfactorily for a wide range of clients, chances are excellent you'll get similar results. Recommendations from friends and colleagues are one way of gaining insight into the supplier's reputation. Testimonials are another. What do the supplier's customers say? Just to help you out, we've compiled a few comments from our clients...

On Creativity

"Your time and effort were evident in the quality and creativity of the work presented today. Business forms are not the most exciting product in a purchasing executive's day... you did an exceptional job in adding a flair and interest to our product. Thanks for your hard work."

Ken Hatten, Standard Register, Dayton, OH (1987)

"A real creative bent...don't have to educate you on a project...and you're fast, convenient."

Anne Monson, Lovelace

Effectiveness

"Corporate Style helped us turn a company newsletter into a really productive sales tool. When the first issue came out, we were literally swamped with calls... over a year, sales increased about 45%.. a lot of the credit, of course, goes to their newsletter."

Cordell Brown, formerly of Contact New Mexico

"You've really made 1991 a successful year — your talent and interest in our work is appreciated."

Mary Zimmerman, Plains Electric Cooperative

Responsiveness

"Prompt...considerate of my deadlines. Understanding about last minute changes. And you take the time to figure out what we want out of the end product."

Barbara Marrs, American Cancer Society, New Mexico Division

REFERENCES

American Cancer Society – Barbara Marrs, Director of
Income Development and Field Services, 260-2105
Services provided: "Esperanza" newsletter
design/desktop publishing, editing;
pro bono publicity/marketing support.

Lovelace – Anne Monson, Director of Public Information, 262-7770
Services provided: ghostwriting for newspaper
supplement feature articles, 1990 & 1991.

Ojibway of Keewaydin – Bill Carpenter, Associate Director, 823-4771
Services provided: 4-color brochure editing,
design/layout, typesetting, printing.

Plains Electric Cooperative System – Mary Zimmerman,
Communication Coordinator, 889-7306
Services provided: brochure writing; ad copy-
writing, design & production; magazine story
writing/editing/desktop publishing; video
presentation scripting/production; point-of-
purchase displays; marketing newsletter
design/printing; logo design.

Public Service Company of New Mexico – Dale Stolz, Manager, Market
Information, 848-4426; Becky Kilbourne, Director, Electric
Marketing & Business Development Department, 848-2333
Services provided: product brochure writing;
design/desktop publishing of two monthly news-
letters; writing/design/production of Parade
of Homes 4-color brochure; editing/desktop
publishing of marketing programs manual.

CHARGES AND PROCEDURES

As the attached Letter of Appointment describes, **Corporate Style** will act in the capacity of your agent in the preparation, purchasing, and supervision of your advertising and public relations. The specific functions to be performed are general marketing, advertising and public relations counsel, advertising working plans, production and placement of media advertising, general graphic design, and creation and production of such collateral advertising material and public relations projects as you may direct.

Charges

We propose that compensation for these staff services be billed at our standard hourly rate of \$40 per hour (with the exception of keyline and pasteup, which is billed at \$20 per hour). In addition, all commissionable purchases (media, printing, typesetting, color scanning/separations, illustration, radio spot production/recording studio fees, video editing/production, model/talent/announcer fees, ad specialties, contract photography, and other miscellaneous outside costs) would be billed to you at our suppliers' price plus 15% commission.

Non-commissionable charges include:

Clip art digitizing / use	\$5.00 per image
Delivery / courier service	\$7.00+ tax each way before 3 pm \$11.00 + tax each way after 3:30 pm
Halftone scanning / digitizing	\$10 per scanned image (cost to scan photos or artwork and make into halftones for use in ads or other print publications)
Interview transcription	\$25 per hour
Photography (by Corp. Style)	\$55 per 24-exposure B&W roll (quickie publicity shots; 3x4" photos; travel & expenses are additional)
Photo retouching / image processing	\$40 per photo or scanned image (to fine-tune photos with low contrast, distracting details, or other image problems)

Terms

Our standard terms are Net 30. Corporate Style also allows clients the same cash discounts it receives from media owners, provided payments are received on or before the due dates specified on invoices.

Working Procedures

Our normal working procedure with all projects is to prepare a written quotation detailing estimated costs (representing both our time and materials). Work on a project proceeds after client approval of this quotation.

Quotations are usually based on figures in our computerized historical database, which we set up as a comprehensive record of actual time and expenses in jobs our company has completed. Projects are categorized by different media, printing formats, and other criteria, for easy retrieval of typical costs for any given assignment. We also try to stay within the parameters of national industry guidelines for design, art, and writing fees. At the request of the client, we can also furnish other project-related figures, such as cost per unit, break-even points, cost to acquire or retain new customers, and other such marketing information. Our regular estimating spreadsheet is set up to automatically provide these details, as needed.

Since all printing (and electronic media) projects are unique, each with different specifications and considerations, we rely on our database figures as guidelines only. For every printed piece or video production that we undertake, we will obtain a new estimate, based on current prices from our regular suppliers. We frequently bid out projects to more than one vendor, in order to provide the most competitive prices to our clients.

Often, however, price is not the only factor. For example, some suppliers may be able to deliver a better product for the same or slightly higher price. In other cases, the client's deadlines and the supplier's availability may not be in synch, requiring overtime charges or switching to a different supplier. We take all these considerations into account when we make our recommendations to the client.

Whenever possible, we try to stay within 15% of the estimated project price. (It is also a printing industry trade practice to allow for $\pm 15\%$ on quantities printed.) However, in situations where client revisions warrant it, (either changes to the original concept or specifications, or extensive revisions to artwork or text), we will prepare a revised quotation for the client to approve, before any further work is done.

An accurate record will be kept of all hours and costs expended on the account. These will be reported quarterly, and any adjustments of credits or debits will be reported at that time.

A note about retainer fees

Other agencies often work on a "retainer" basis. That is, they charge the client a set monthly fee, based on the amount of work they have previously projected that your account will demand. The drawback to this "retainer fee" arrangement is that you may be paying for services you do not need, or do not use. In some ways, it can be compared to the monthly fee that some consumers pay for HMO-type health care. If you don't utilize the HMO's services frequently, the seller has the advantage—they are making more on the deal. If you do use the HMO's services a lot, the seller either breaks even on the proposition, or loses money. (To lessen the risk of this happening, however, the HMO relies on its entire pool of members, or customers—the frequent HMO patients are balanced out by the infrequent users.)

In the advertising and public relations fields, "retainer fees" have long been a traditional part of agency operations. Retainer fees are usually justified as a means of assuring the client of a specific level of service—the money from a retainer is used to "staff up" for a particular client. The downside to this is when client budgets are cut (and these can be other clients' budgets, not your own). Agency employees who were assigned to service your account may be cut or reassigned as well, contributing to staff turnover. To a client, this can be an annoying and frustrating part of dealing with traditional ad agencies. When you have to constantly re-educate and re-acquaint new account representatives with your organization, you soon realize that you may not be getting your money's worth from the retainer fee.

While there are other pros and cons to this issue, we feel that a "pay as you go" hourly fee arrangement (and wise use of non-staff freelancers) is fairer for both parties, in the long run. To maintain consistency, we have a regular pool of freelancers and suppliers that we draw on, when necessary. Since our agency principals serve as key client contacts at all times, you're assured of agency stability throughout a long and productive working relationship.

Typical project costs

To give you an idea of the costs of work we've produced for other clients, we have compiled some figures from recent projects, in certain general categories (namely, ads, brochures, invitations, logo designs, newsletters, and video presentations). These projects are summarized on the following pages. In some instances, they were collaborative efforts, produced in conjunction with another company; in these cases, we listed only our own charges, not that of our collaborators. Because specific project costs are ordinarily considered private information, a matter reserved for the original buyer and seller, we have marked these pages as "CONFIDENTIAL—By Request Of Client."

PRINTER CREDIT REFERENCES

Albuquerque Quality Budget Printers
8908-A Menaul Blvd. NE, Albuquerque NM 87112
(505) 293-5630

Cooper Press
2430 Juan Tabo NE, Albuquerque NM 87112-1897
(505) 296-5446

Cottonwood Printing Company, Inc.
2117 Osuna Road, NE, Albuquerque NM 87113
(505) 345-5341

Subia Corporation (typesetting)
6612 Gulton Court NE, Albuquerque NM 87109
(505) 345-2636

EXAMPLES OF OUR WORK