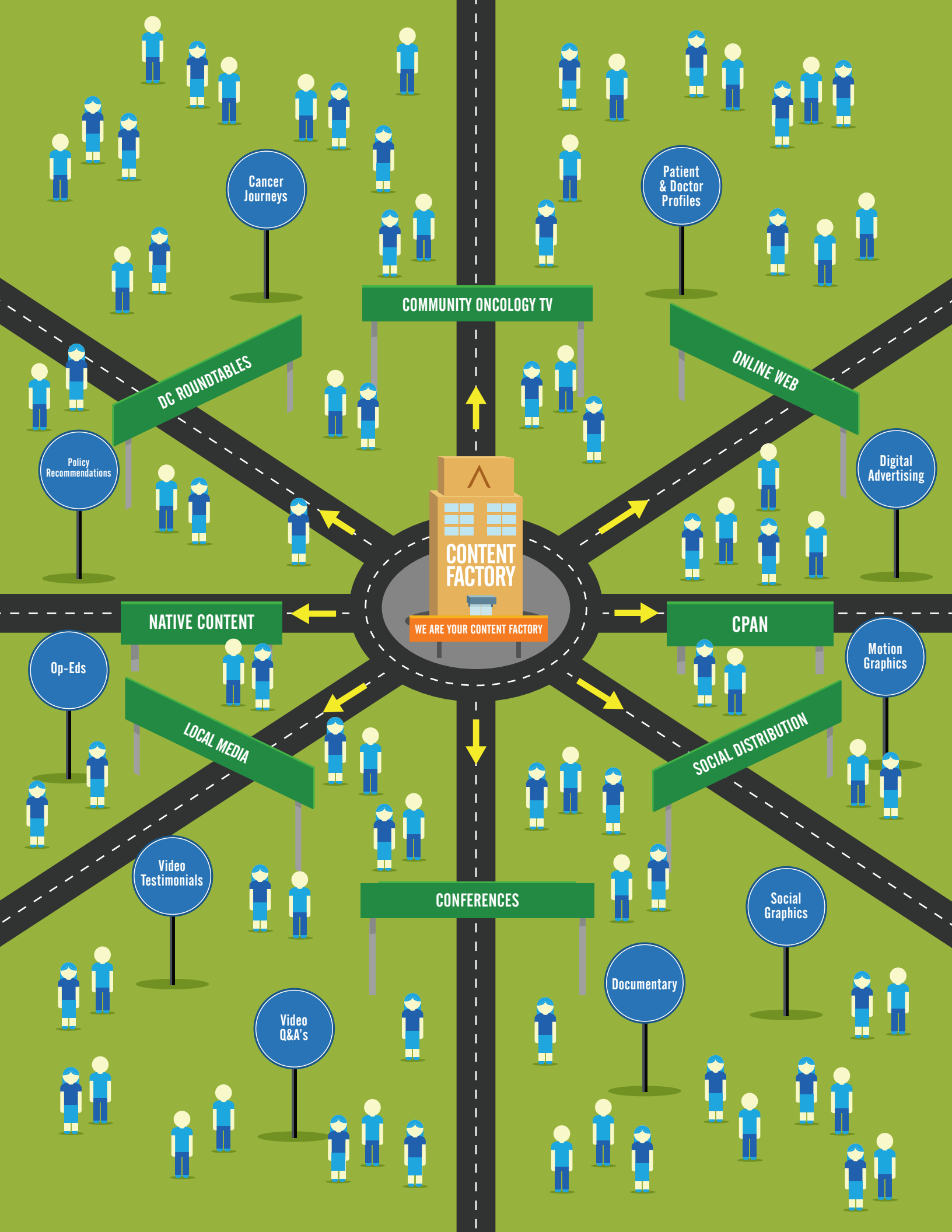


Promoting the Message:  
**We are Community  
Oncology**



*Thanks to the growing network of community oncology centers across America, patients seeking the highest quality cancer care don't have to travel far to find it. Community oncology centers are adopting the latest oncology treatment technology, providing patients with the highest level of care and doing it closer to patients' homes.*

*However, for too long, academic research institutions and big brand cancer centers have led the conversation about what it means to deliver high quality oncology care—but that's about to change. Together, let's lead community oncology to its rightful place within the cancer care network in America – right at the heart of it*





## We are your Content Factory

The story of community oncology needs to be told; and our team of digital, video, creative and editorial storytellers is eager to help tell it. Our team of content experts is capable of developing and delivering an ongoing content stream that will allow the Community Oncology Alliance (COA) to quickly and effectively integrate into the health care conversation and begin to change the way America thinks about treating cancer.

The highly skilled experts working in our content factory have the in-house expertise to plan, develop and distribute a full range of content. Whether we're producing a documentary style feature video about a center, an Op-Ed from a recognized voice or a social media graphic featuring a patient's story, our team will operate as your content production workforce, developing stories that elevate COA's brand and bring the value of community oncology to life.

As products roll off the assembly line, they're handed to our distribution team which will move your content across a variety of different channels using paid, owned and earned media. Our public affairs, interactive and social media teams will make sure that each piece of content produced in the content factory is delivered to the right audience.

### **Our in-house production facility will be your turnkey Community Oncology TV production studio**

Subject Matter has built, staffed and managed an in-house production studio and editing facility that will serve as the nerve center for Community Oncology TV (COTV). This fully controlled facility can be deployed to produce and deliver an ongoing COTV programming schedule. Our producers are veterans of broadcast television and bring an editorial sensibility and enhanced level of production quality to their work that will insure that COTV provides highly informative, quality programming. We're also experienced with managing and producing programming that features the use of spokespeople to guide viewers through the stream of content we produce.

We can begin immediately - leading the *I Am Community Oncology* campaign into an accelerated planning and production schedule that will expand the reach of your message with key audiences including patients, survivors, physicians, health care administrators and policymakers.

### **Our team stands ready to build a campaign that can achieve several goals:**

- Strengthen the appreciation of community oncology's role in providing high quality care to cancer patients
- Build a network of informed COA supporters
- Provide the COA Patient Advocacy Network (CPAN) a path to expand its influence within the Administration and Congress

### **We conceive communications campaigns holistically - and always with a view toward your broader strategic goals. Our approach will be rooted in three specific areas:**

- Audience identification and message development
- Content creation and creative development
- Distribution across multiple channels

## Audience Identification and Message Development

Our creative team will work closely with you to sharpen your message and make certain that all visual branding elements consistently complement and extend *I Am Community Oncology's* core messaging. Combining the benefits of community oncology with energetic, enthusiastic and inspirational story telling will resonate with your audiences. To ensure that your message builds an expanded audience and base of support, we'll follow a three-step message development and optimization process:

- **Lead a discovery process to capture ideas from your team and key stakeholders that allows us to craft a detailed creative brief.**
- **Present an exploration of refreshed message and storyline options that extend across each platform and channel.**
- **Deliver a comprehensive messaging document that will guide our external communication throughout the course of the campaign.**

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## Content Creation Capabilities

When planning content, it is important to contemplate the entire range of possible points of audience engagement with a particular storyline. A story may work one way for video, and the same story may work differently - but be equally effective - for social media or in a thought leadership piece. Here are some of the production lines of content we can deliver:

### VIDEO

We're excited to produce a wide range of compelling video content that not only makes Community Oncology TV a useful tool for COA members to promote their story in medical offices, but that helps deliver these stories to audiences outside of treatment centers. Video will play a key role in moving your message to the forefront on social media, digital advertising and many other channels. We utilize staff producers, editors, graphic specialists and script writers to build compelling video content.

### INFOGRAPHICS, ADS, PAMPHLETS AND POSTERS

This is content that can be used online or offline and distributed across a variety of channels to put your message in front of your key audiences. This kind of content is the workhorse of your campaign, complimenting higher production value content like video with a steady drumbeat of attention-grabbing creative that can be quickly tailored to resonate on any communication channel.

### SOCIAL MEDIA

The development of social media content to promote *I Am Community Oncology* is very important. In addition to creating content for organic distribution, we'll seek out partnerships like Upworthy to develop well-produced compelling stories designed specifically for sharing and distributing across a wide range of social platforms. Our support to your social media efforts will focus on weekly or bi-weekly calendars, paid social media management, optimization recommendations, and monthly analytic reporting. We'll provide COA with distinct strategic recommendations, calendars and analytic reporting for the project.

We recommend development of paid social advertisements and geographically targeting their distribution to align with larger strategic goals. While Facebook may be most effective in reaching your target demographic, we'll continually evaluate other social channels to ensure we maximize the opportunities presented by the content being created.

### THOUGHT LEADERSHIP

Our public affairs team will develop a strategy to reach target influencer audiences in Washington D.C. or other key markets. We'll conduct at least three (3) partnered learning events with high profile media outlets. These events could take the form of panel discussions, roundtable conversations, audio/video presentations or speeches. Partnering with established media institutions to promote COA's role in the cancer care network will bring your message to new, influential audiences and elevate the credibility of your brand.

### NATIVE ADVERTISING

Our content and creative teams will produce at least five (5) distinct native content stories for placement in Washington policy publications that blend a thoughtful and persuasive narrative story arc with compelling visual and interactive content to increase engagement with COA's brand and message. These pieces may incorporate video and graphic content we've developed for other channels with long form narrative content important to policy makers.

### OP-ED SERIES

We'll write and place a series of op-eds in targeted publications in key media markets for OCA. We'll use this series of op-eds to promote community oncology's value to cancer patients and to explain to key policymakers why it's important that national health policy supports community oncology centers. Our content team will work with patients and experts in community oncology to craft these pieces in an authentic voice that will effectively convey your value.

### CELEBRITY SPOKESPERSON & ONSCREEN TALENT

Inspiring stories from well known third-party validators will play an important role in this campaign. Whether we're producing a video call-to-action featuring high-profile patients or promoting a social media post from a celebrity supporter we'll work closely with your partners to ensure their interventions have the highest impact, using the best message, communications channel, and timing. In collaboration with your team, we'll also cast the best on-screen talent who can effectively introduce a range of topics with an engaging and authentic on-screen personality. We have experience across many campaigns working with celebrity spokespeople and getting the most out of their contribution on-screen.

# Distribution Across Multiple Channels

*Managing distribution as well as content production requires that a coordinated editorial infrastructure be established to juggle multiple storylines and distribution initiatives, the deployment of editorial resources, and engagement with external calendars.*

**We recommend establishing an “editorial board” that meets regularly to help coordinate all content development and distribution across the following channels.**

## COMMUNITY ONCOLOGY TV

COTV will serve as your flagship distribution channel by featuring a regular stream of new, compelling video content to COA medical facilities. We'll help you develop an outreach plan to encourage members to implement the infrastructure necessary to ensure COTV content can be viewed in oncology centers. We'll also make content available through the community oncology website and promote it across partner networks.

## COTV ONLINE

Our digital team will design a COTV micro microsite that will provide an online home for all the COTV content. Your website will be the place where the media and policy influencers can engage with your content. It will also be the primary destination for digital advertising and allow audiences to learn about the stories of your contribution to life-saving care.

Our digital team will design user profiles and create unique online journeys for each audience type, particularly those enrolled to support CPAN. Our team can conceive, design and develop an effective website that will support the COA mission.

## PARTNERSHIPS AND AFFILIATES

Activating grassroots audiences should be a primary objective of the *I Am Community Oncology* campaign. We'll work closely with CPAN to ensure the content we create for the campaign can be distributed through CPAN website, social media channels and email distribution list. We'll also work closely with you to explore new partnerships and existing communities that can be tapped to extend the reach of our messages to aligned audiences.

## MEDIA OUTREACH

Our in-house broadcast studio will provide COA with access to local broadcast media throughout the United States. At key moments, during times of crisis, or tied to a strategic outreach timeline we've developed, our team can help you get your message to local markets around the country when it matters the most.

Our media experts will serve as an extension of your communications team, operating as your “arms and legs” by providing you with the capacity to extend media coverage and engagement. Our team will develop a strategic plan for engaging proactively with media who cover cancer and health care issues, provide detailed media monitoring to give you a real time picture of the most important news impacting the cancer care community, and provide strategic guidance to react to media inquiries, develop press releases, statements, FAQs and other collateral throughout the course of the campaign.

Our team has cultivated deep relationships with both national and local media across the country. It includes former journalists who have written and produced stories for major news outlets, such as the Washington Post, ABC News, USA Today and Univision.

## COMMUNITY ONCOLOGY CONFERENCE AND OTHER EVENTS

The annual COA conference is an opportunity to capture and create content that can be used to continue our campaign in the future. We will arrange a mobile studio to capture video content from COA members, patients or other conference attendees that will be used to repopulate Community Oncology TV with refreshed video. Our creative team will also create new creative content for the event to ensure that *I Am Community Oncology* is prominently positioned throughout the exhibit hall and during conference events.

## SOCIAL MEDIA AND DIGITAL ADVERTISING

Effective use of social media will be a major asset in the campaign to improve the brand position of COA. While the COTV will reach patients and families in the medical facility setting, social media and online advertising can engage patients in a less distracted moments and when they are in a position to take action.

Utilizing a cross section social media channels will provide multiple access points to key audiences. LinkedIn will help reach policymakers and influencers, Twitter will allow us to engage policymakers and the media and Facebook can be helpful in reaching patients, caregivers and other supporters. Our social media team will discover where your audience is most active and tailor content to each platform. We will develop weekly editorial calendars and monthly analytics reports to inform and guide our strategy and optimization efforts.

Digital advertising will serve as an essential tool when attempting to improve your reputation and establish the value community oncology brings to specific audiences like policy influencers. It amplifies messages that are being communicated through earned media and other owned channels and is a tool we strongly recommend for COA in its effort to refresh its image.

The surgical placement of memorable advertising creative before key audiences can be very effective and make it possible to manage costs and still achieve a successful outcome. This is what our team specializes in developing – nimble, scalable and high-impact paid media strategies that cover multiple platforms, including social media, interactive banners and strategic paid native content partnerships.

## **BUDGET**

*Per Year*

Video Production .....	\$500,000
Creative Production .....	\$150,000
Op-Ed Series and Native Content .....	\$150,000
Events and Roundtables .....	\$200,000
Media Relations and Local Media Tours .....	\$100,000
COA Conference Support .....	\$125,000
Social Media Management .....	\$125,000
Digital Strategy Microsite Design and Development .....	\$110,000
Account Planning and Management .....	\$350,000
<b>Fee Total .....</b>	<b>\$1,905,000</b>
<b>Paid Media and content placement (Including 15% Strategy Fee) .....</b>	<b>\$3,000,000</b>
<b>TOTAL .....</b>	<b>\$4,670,000</b>

# SUBJECT MATTER RATE CARD

## EXECUTIVE

Partner . . . . .	\$300.00
Executive Vice President . . . . .	\$275.00
Senior Vice President . . . . .	\$250.00
Vice President . . . . .	\$225.00

## ACCOUNT MANAGEMENT

Senior Account Director . . . . .	\$225.00
Account Director . . . . .	\$200.00
Client Manager . . . . .	\$165.00
Senior Project Manager . . . . .	\$145.00
Project Manager . . . . .	\$125.00
Account Coordinator . . . . .	\$100.00

## MEDIA & DIGITAL ENGAGEMENT

Senior Media Specialist . . . . .	\$150.00
Digital Media Manager . . . . .	\$150.00
Media Specialist . . . . .	\$125.00
Studio Operator . . . . .	\$125.00
Media Assistant . . . . .	\$100.00

## VIDEO AND EDITORIAL CONTENT

Content Director . . . . .	\$200.00
Senior Producer . . . . .	\$200.00
Graphics Editor . . . . .	\$200.00
Digital Editor . . . . .	\$175.00
Senior Writer . . . . .	\$175.00
Senior Editor . . . . .	\$175.00
Writer . . . . .	\$150.00
Editor . . . . .	\$150.00
Digital Media Specialist . . . . .	\$150.00
Producer . . . . .	\$150.00
Content Specialist . . . . .	\$125.00

## CREATIVE DEVELOPMENT

Creative Director . . . . .	\$225.00
Associate Creative Director . . . . .	\$200.00
Senior Art Director . . . . .	\$200.00
Senior Copywriter . . . . .	\$175.00
Art Director . . . . .	\$175.00
Senior Designer . . . . .	\$150.00
Copywriter . . . . .	\$135.00
Designer . . . . .	\$125.00
Jr. Copywriter . . . . .	\$125.00
Illustrator . . . . .	\$125.00

## INTERACTIVE DEVELOPMENT

Technical Director . . . . .	\$225.00
Interactive Strategist . . . . .	\$200.00
Senior Interactive Art Director . . . . .	\$200.00
Senior Developer . . . . .	\$185.00
Interactive Art Director . . . . .	\$175.00
Developer . . . . .	\$175.00
Senior Interactive Designer . . . . .	\$150.00
User Experience Specialist . . . . .	\$150.00
Technical Writer . . . . .	\$150.00
Interactive Designer . . . . .	\$125.00
Quality Assurance Specialist . . . . .	\$125.00



# About Subject Matter

We're a diverse team of thinkers, makers, journalists, designers, copywriters, producers, art directors, strategists and policy wonks creating magic under one roof. Creativity connects us and collaboration is our language. Storytelling is what we do best, whether it's the smart thinking that brings a creative concept to life or the deep and exhaustive reporting that feeds a rich narrative.

We're a full-service creative, public relations, advertising and communications agency with an extensive track record and diverse experience working with corporations, industry associations, non-profits and government clients at the local, national and international levels. The approach that COA is seeking to take with *I Am Community Oncology* could very well have been conceived at Subject Matter. Why? Because this approach is our approach. Indeed, Subject Matter has been built over the years to conceive and create exactly the kind of content factory you're seeking to launch.

We fundamentally believe in the power of an integrated model of content development and delivery. Our internal teams each have their niche of deep expertise — whether creating videos, infographics, social media content or traditional articles — and they also have a strong sense of teamwork. In other words, we will always leave the starting block with the same understanding of your needs and goals. We'll dig in deep to connect with the myriad audiences you're trying to reach, and we'll apply this understanding every step of the way through our creative process. Our team's collective learning will fuel your broad communications needs.

Our storytelling appeals to the mind as well as the heart. We communicate in a way that feels sincere, not sales-driven. We deliver content that has depth and accessibility. Readers and viewers will walk away feeling informed, not hoodwinked. This distinction is critical in building brand trust, and we believe this approach will help your many audiences and stakeholders know who you are, not just who you have been. Our nimble team will produce vastly different types of content as an extension of your team and at the scale to meet your needs. We pride ourselves on getting the work done rather than creating additional work for you.

For all of these reasons, we're the right agency to support Community Oncology Alliance in this ambitious and exciting endeavor.



## THE 5 C'S: OUR COMMUNICATIONS SYSTEM



### CRYSTALLIZE

Understand COA's needs



### COLLABORATE

Team up to develop a plan



### CREATE

Assets to tell your story and spur coverage



### COMPLEMENT

Each asset serves a unique purpose



### CALENDAR

Content stream and engagement tactics continuously serve COA goals

## Our Approach

We start with strategy and finish with high-impact creative content. Our team of veteran journalists and content creators tell stories that resonate and break through.

Our approach serves your needs in each of the content categories outlined in the RFP and beyond. In building our capabilities over the years, we have understood that DC-based advocacy organizations need more than lobbying strategy and social media management, they need sophisticated and varied storytelling delivered at key strategic moments over the long term. Our process is swift, seamless and scalable. Though the timeframe and deliverables will vary across tiers, our teams ensure that the quality, messaging and nuance are steady and complement your communications objectives. Each piece we deliver will meet our high standards, whether the delivery window is a day, a week or a month.

Not only do we work fast, we also work efficiently. Our efficiency allows us to produce higher quality work at low cost — which is certainly unique among creative agencies. This enables us to provide you with more content on a more regular pace than our competition. Because of our journalistic approach, we are well suited to create evergreen content, story peaks and ever-ready content that can be repurposed across channels. This type of content planning and thinking is exactly how top-flight newsrooms execute their storytelling.

Our integrated approach allows stories to dictate the medium, rather than the other way around. We begin by identifying the positive and high-impact stories COA can tell that will inspire your audiences. Next, we learn about

your audience. Not only who they are — such as moms with children, cancer survivors, or policymakers and influencers — but how and where they consume content. Understanding the how and where informs everything we do down the line.

Next, we determine the specific channels and content types — an infographic for social media, explanatory blog post or 30-second video, to name a few. We start agnostically so the story and intended audience drive us to the right medium. The work examples included in this proposal show how our expansive and varied storytelling serves many needs and audiences.

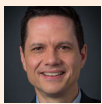
Smart strategy leads to top-notch content. We have experience creating content for digital and social platforms, print, television, radio, out-of-home advertising and more. Our approach is adaptable; we can take a blank canvas and color it from our palette or work off your sketches to deliver a finished piece.

The role community oncology plays in the cancer care delivery network is a storyteller's dream, with a vast world of content of every shape and size waiting to come to life. Your challenge — telling and amplifying the many positive COA stories — requires the best process and the best storytellers. We fit the bill and are eager to join your team, tell your stories and move your audiences.

Anyone among us might have the idea that makes a campaign sing or craft the language that will captivate millions.

We have assembled a cast that knows how to inform and inspire audiences. As the scope of our work together becomes more clear, we'll ensure dedicated resources from our Accounts team and our Delivery team are prepared to provide full services to your project. Meet some of the the players who are likely to be involved in our work with you:

## CONTENT



**John Siniff**  
VP, Content

A veteran journalist and Opinion page editor at USA Today, John brings a newsroom's approach and perspective to diverse campaigns and content. He leads our Content team and guides the tone of our storytelling, ensuring that messages are always tailored for the audiences you want to reach.



**Eman Quotah**  
Senior Writer/Editor

Eman serves as a lead writer for our Content projects. With experience writing for the Harvard Public Health Review and The Chronicle of Philanthropy, she knows how to amplify the words and stories that matter most to clients.



**Kimberly Longville**  
Digital Media Specialist

Kimberly works closely with a range of clients including Nestlé, the Robert Wood Johnson Foundation, and Buckle Up For Life, Toyota and Cincinnati Children's safety program, to develop and manage digital communications, including social media, that speak directly and purposefully to their key audiences.



**Laura Otto**  
Writer / Editor

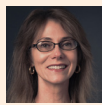
Laura's work focuses on making public health and health policy more accessible and explaining cutting-edge scientific research and clinical discoveries through interviews with physicians, researchers and patients. Previously, she was a Senior Writer/Editor for the George Washington University School of Medicine and Health Sciences.

## CREATIVE



**Kevin Richards**  
SVP, Creative Director

Kevin leads Subject Matter's Creative Division, developing cross-disciplinary ideas that are on-strategy and well crafted — everything from advertising and design to guerrilla tactics and digital experiences. His creative is always designed for maximum impact and benefits from the complementary strength of our in-house Media Relations team.



**Jannie Gerds**  
Creative Director

As a creative leader and advertising educator, Jannie has taught countless organizations how to make their brands resonate. Her work as the delivery lead for our creative team makes projects resonate by moving ideas through to tangible execution.



**Dan Tynan**  
Art Director

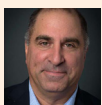
Dan works on the conception and creation of 360-degree creative campaigns. Working with clients like the American Speech-Language-Hearing Association and Urban Land Institute, he focused on direct to consumer communications in print, digital, social, broadcast and branding.



**Sarah Kennedy**  
Copywriter

Originally from Chicago, Sarah's experience includes freelance consulting at Energy BBDO and Edelman in Chicago and RP3 and Pappas/DMI in Washington DC. She's worked on a variety of clients, from consumer packaged goods to large financial institutions to health and health care trade associations.

## VIDEO



**Peter Demchuk**  
Senior Producer

As our lead video producer, Peter brings years of experience producing for ABC News Nightline and Ted Koppel to our projects. He will ensure that our video storytelling is as compelling as your music platform. Peter brings a journalist's eye to creative video productions and has produced pieces on national, international, political, investigative and cultural topics.



**Tiffany Kalmar**  
Director, Video Operations

Tiffany leads and manages large-scale projects that combines video, interactive and digital media elements, Tiffany's expertise will ensure a smooth process from pre-production through post-production.



**Jason LeBron Free**  
Director of Creative Production

Jason conceives, shoots, edits and produces videos, 3D animation and motion graphics for Subject Matter's diverse clients. With experience on the road with the band U2.



**Julian Belyea**  
Video Editor

Julian is an integral part of the Subject Matter video production team who has worked on projects. Prior to joining Subject Matter, Julian was a film editor and producer for Manic Productions, specializing in commercials, music videos and website promotions.

## PUBLIC AFFAIRS



**Debra DeShong**  
Executive Vice President  
and Managing Director

Debra will serve as your primary strategic lead for communications planning, media relations and crisis response. Debra's deep experience managing sensitive political and legal issues — from Fortune 100 companies to the U.S. State Department — brings valuable expertise and insight to our public affairs partnerships.



**Jennie Westbrook Courts**  
Senior Public Affairs  
Associate

When your message needs to break through to policymakers, Jennie will make sure it does. Through her work for Sen. Tom Carper (D-Del.) and the Obama 2012 presidential campaign, she knows how to develop messages that resonate with policymakers.



**Justine Morgan**  
Public Affairs Associate

As our in-house project management maestro, Justine ensures that projects are well-planned and well-executed. Through organization and methodical attention to detail, she makes sure we never miss a beat and always deliver projects on time.

## MEDIA



**Joy Burks**  
VP, Media

Joy oversees the strategic development and tactical execution of media outreach initiatives for a wide range of campaigns. Her deep knowledge of the media landscape — and more than a decade of experience at Subject Matter — guarantees that smart outreach strategies always pair with sound logistics.



**Sandra Torres**  
Account Director and  
Senior Media Specialist

As a tireless media relations professional, Sandra spearheads direct outreach on our most important and complex projects. She knows journalists across the country and, most importantly, knows how they go about doing their work. Sandra's understanding of the media landscape is further strengthened by her bilingual language skills.



**Rebekah Pepper**  
Media Operations  
Manager and Senior  
Media Specialist

A veteran of Gannett, Rebekah conducts targeted outreach to national and local TV, radio and digital producers to promote messages and reach target audiences. She leads outreach and production teams and oversees the development of analytic reports to measure campaign success.



**Ebony Wilder**  
Media Specialist

With a communications degree from the University of Maryland and previous experience working at Vocus Inc., Ebony has seen media campaigns from all angles. She brings that range of perspectives to media relations and has particularly deep connections with radio outlets across the country.

## INTERACTIVE



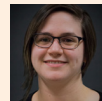
**Wyatt Queener**  
VP, Director of Interactive

Wyatt leads Subject Matter's Interactive team in building and creating digital experiences for clients ranging from websites to mobile apps allowing our creative concepts to reach all corners of the web and digital space.



**Dennis Turbeville**  
Interactive Art Director

At Subject Matter, Dennis works to create the look and feel and optimized user experience of our clients' website and digital apps. He brings a designer's eye to technical development.



**Caroline Brunschwyl**  
User Experience Designer

At Subject Matter, Caroline provides expertise on the full range of the User Experience for all interactive projects. Her experience includes UX design for websites, voting machines and direct mail marketing. Caroline received a Bachelor's in Information Systems with a certification in Web Development from UMBC.

## STRATEGY



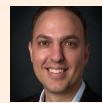
**Dan Sallick**  
Partner & Co-Founder

Dan is a Subject Matter founder and partner who excels at conceiving innovative strategies that draw the attention of the news media and key thought leaders inside and outside the Beltway. Drawing on decades of experience in political campaigns and government, he provides strategic direction for the content and creative assets we produce.



**Paul Frick**  
Partner & Co-Founder

A Subject Matter founder and partner, Paul will be closely involved in strategic planning and program oversight. With more than 30 years' experience in political campaigns and strategic communications, he brings his expertise to bear on high-profile public affairs programs that call for creativity and tangible impact.



**Carlos Roig**  
Executive Vice President

Carlos leads strategic initiatives for Subject Matter our clients. He is a frequent public speaker – in English and Spanish - on the intersection of journalism, advertising and strategic communications. Prior to joining Subject Matter, he spearheaded the systematic development of niche-targeted online communities at USA Today.



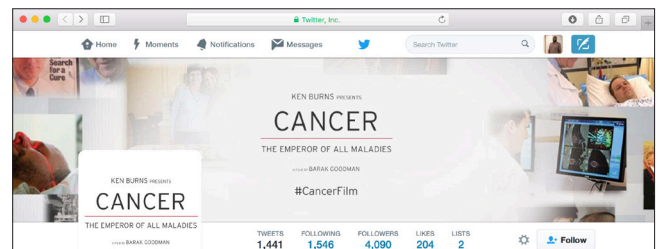
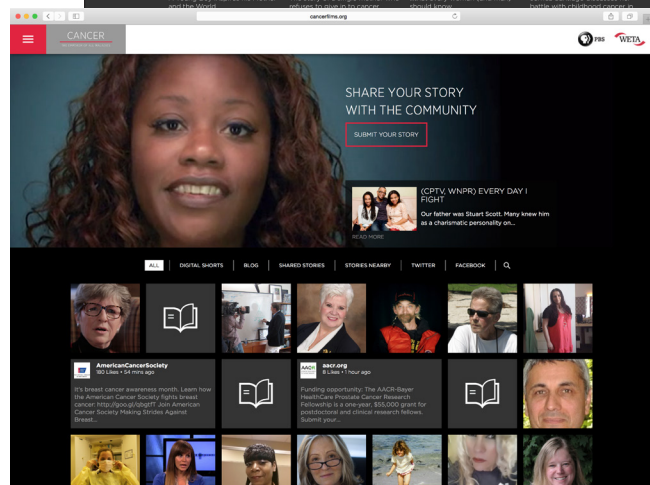
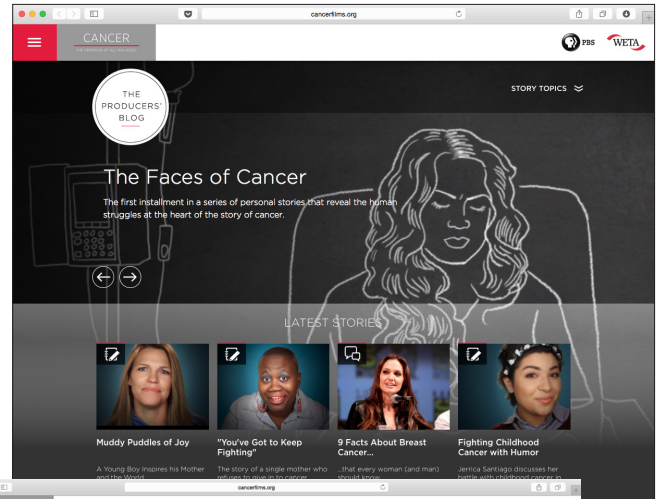
**Will Hensley**  
VP, Strategy

Through his work with Bayer Corporation and Blue State Digital, Will developed an eye for how communications strategies can move the opposition. Will's expertise helps ensure clients find a unique voice that differentiates their businesses from the competition.

# WETA & PBS Cancer: The Emperor of All Maladies and The Producers' Blog

The Emperor of All Maladies is a three-part, six-hour major television event from preeminent documentary filmmaker Ken Burns, in partnership with WETA and PBS. The promotional website provides a first look at the film and information about its supporters and creators and includes an interactive story wall where users can share stories about their experiences with cancer and connect with others, watch a series of digital shorts released in conjunction with the film and read social media content pulled from supporting partners. To learn more about the making of the film, users can follow the Producers' Blog which provides an all-access pass to the filming, editing and production of the film.

- Designed and Developed the Website
- Executed a Content Strategy
- Wrote all Content
- Managed Social Media
- Lead Earned Media Promotion

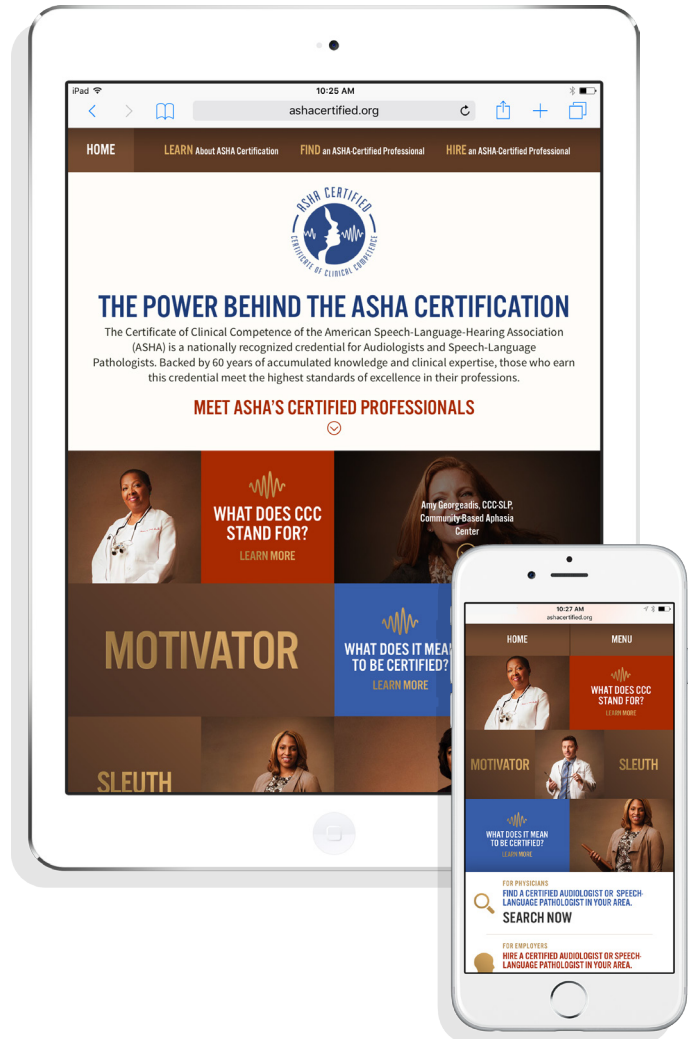




# American Speech-Language-Hearing Association

For over 10 years, Subject Matter has worked with the American Speech-Language-Hearing Association (ASHA) on a number of communication initiatives. In the midst of this partnership, a new campaign was born – The Value of the CCC’s. ASHA’s goal was to strengthen visibility of ASHA’s Certificate for Clinical Competence (CCC) among medical and education professionals. They wanted a campaign to position ASHA-certified professionals as the leaders in speech-language and hearing care.

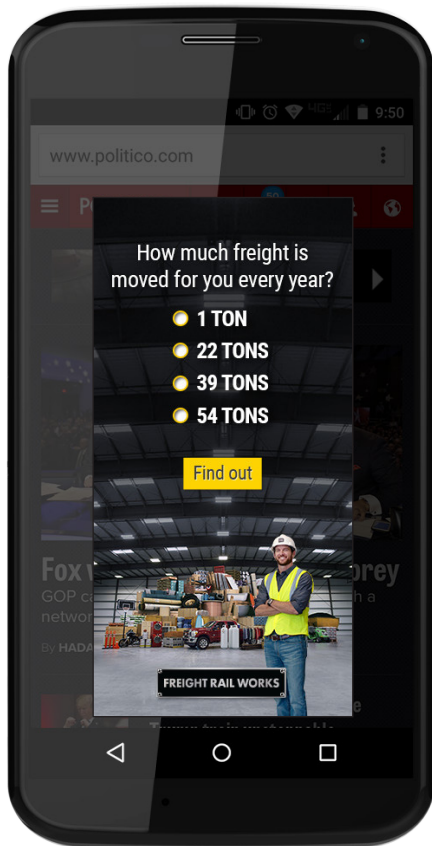
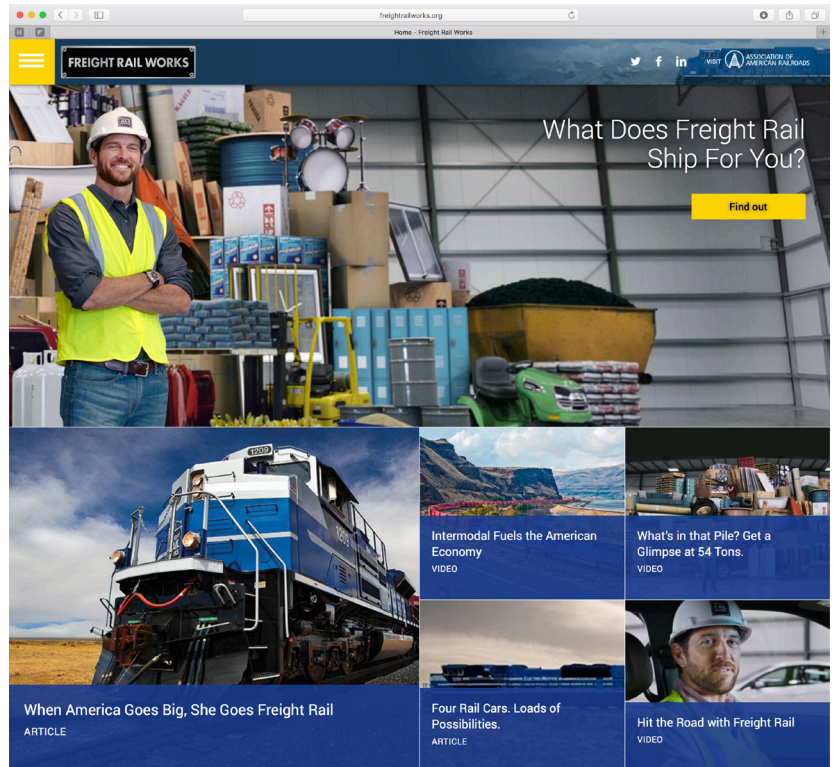
To do this, Subject Matter conceptualized and developed a three-year testimonial campaign to increase health care and school professionals’ awareness of the ASHA certification. A number of ads featuring ASHA-certified speech-language pathologists and audiologists showcased what these professionals did in a fun and unique way by assigning each of them a title that one might not associate with their profession. These ads drove people to a microsite developed by Subject Matter, which provided more information on what the certification is and how to hire an ASHA-certified professional. In year two, we have begun to expand this campaign with testimonial videos featuring patient stories that will be featured on the web and in email blasts to hiring managers. With native content coming down the line, this fully integrated campaign has reached far and wide to increase awareness of the value of the CCC’s.



# Association of American Railroads

Freight rail is a vital — yet often invisible — network that helps the U.S. economy stay strong and competitive. The Association for American Railroads needed a comprehensive campaign to help ensure this critical industry remains top-of-mind for Washington, D.C.-area policymakers and influencers. The 360-degree Designed to Move a Nation campaign includes brand new creative for television, radio, print, digital and out-of-home and is supported by an updated campaign website.

Freight Rail's signature voice, Jeremy Brandt, appears in creative content across the entire campaign and puts a human face on the freight rail industry. As the campaign spokesperson, his ruggedly honest and authentic demeanor helps to ensure that the campaign connects with audiences on a deeper level.

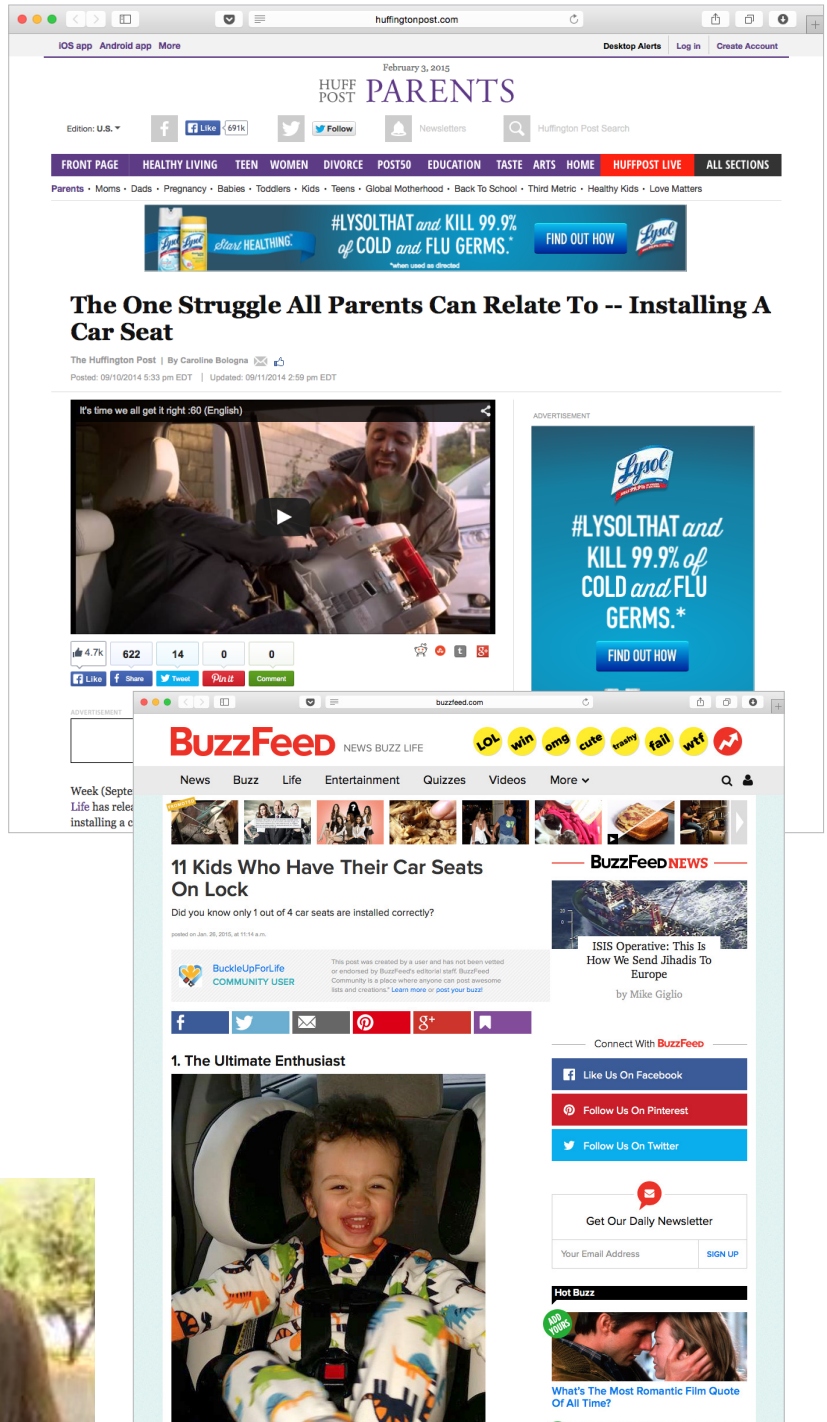


# Cincinnati Children's Hospital Medical Center & Toyota

Three out of four car seats are installed incorrectly, according to NHTSA. In an effort to decrease that statistic by showing parents and families about the proper use of car seats and seat belts, Buckle Up for Life unveiled an integrated, multilingual public service advertising (PSA) campaign that takes a humorous and empathetic approach to illustrate the frustrations of installing a car seat. Developed by Subject Matter, the PSAs direct parents and families to free instructional videos and child seat safety resources on BuckleUpforLife.org and Abróchate a la Vida at <http://buckleupforlife.org/es>.

## Campaign Highlights

- Mobile-First Strategy
- Responsive Website Design
- 1 Website (English & Spanish)
- 48 Interviews/Airings Reaching more than 47.6 Million
- 10 Animated Videos (English & Spanish)
- 9 PSA Videos



# Robert Wood Johnson Foundation

## Culture of Health

We've partnered with RWJF for more than a decade of strategic communications efforts on award-winning digital properties, national storytelling initiatives, sustained media relations and online community mobilization.

- Video Production
- Infographics and Creative Content
- Editorial Content
- Online Tools



## NewPublicHealth

One of our signature efforts was the conception and creation of a daily online public health news forum that built a significant audience of public health influencers. The site published original daily editorial content and its philosophy has helped shape RWJF's overall approach to editorial content and digital engagement.

- Editorial Board
- Video Production
- Editorial Content
- Social Media Management



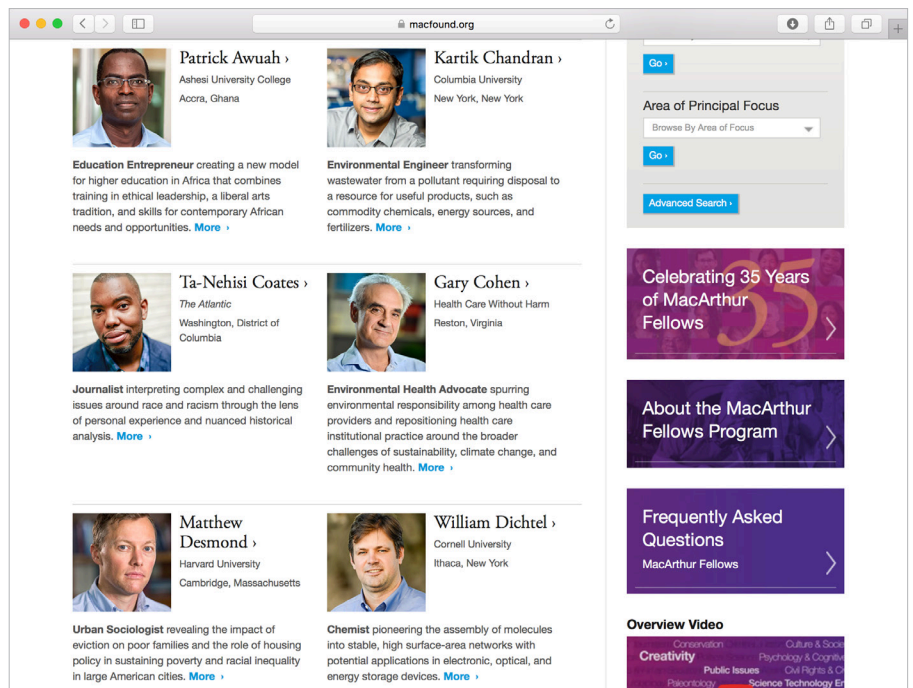


# MacArthur Foundation

## MacArthur Genius Awards

MacArthur first came to Subject Matter in 2010 to create a series of two-and-a-half minute videos profiling the MacArthur Fellows. The videos build awareness of the creativity of each grant recipient, while maximizing the visibility of their work and generating public interest. We are now in year four of our collaboration.

- 25 Recipient Profile Videos
- Script Writing
- Video Production
- Video Editing
- Distribution





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