

BROADBAND



ZAYAS HENDRICK MEDIAWORKS

MESSAGING

Web 2.0

training

CASA Z

voiceovers

PSAs

AVATAR

media

DELICIOUS

Training

StoryTelling

CREATIVE

PERCEPTIONS

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OSTER

iCinema

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HOUSE OF Z

FEEDSTE

YOURTUBE

Web 2.0

Google

public service announcements

vBlog

SERVICES CATALOGUE

JUST CAUSES

SERVICES CATALOGUE

SERVICES CATALOGUE

FILM

WWW.ZHMWORKS.COM

301.229.4894





MULTIMEDIA MATTERS
MULTICULTURAL COMMUNICATIONS
MULTISENSORY PERCEPTIONS



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CREATIVE SERVICES

ZAYAS HENDRICK MEDIWORKS is

a creative media agency specializing in the design and production of video, film and Internet-based communications.

ZHM is home to some of the industry's strongest writers, filmmakers, graphic artists, and presentation coaches. We recognize the government's need for well-crafted content that is innovative, clear and powerful. Now in our 6th year as a GSA Schedule provider of Advertising and Integrated Marketing Solutions, ZHM is cost-effective, multicultural, and is certified under the Small Business Administration's 8(a) program as a woman owned small business. We are passionate about delivering the global reach of a corporate powerhouse with the attentive care of a boutique.

NET PROGRAMS

Web 2.0 technologies enable websites to deliver television and radio programming online. Our award winning, nationally recognized broadcast journalists have produced for CBS News, NBC, CNN, Univision, HBO and NPR. Today, we provide radio / television news & views online for government broadband networks - from singular, newsworthy segments to full newsmagazine programming. It's your information. We make it audiovisual and vital.

BROADCAST & BROADBAND

- _PSA Campaigns
- _Clinical Trial Videos
- _Training Films
- _TV News Programs
- _Video Vignettes
- _Webcasts
- _Webinars
- _Webisodes

**From YouTube to your tube,
storytelling that is rich and powerful.**

PUBLIC SPEAKING SUPPORT SERVICES

Whether you are delivering a speech, meeting the press, holding a news conference or testifying before Congress, we can help you communicate powerfully and with greater confidence. Our richly experienced news media and presentation experts are among the most knowledgeable and experienced in the Capital City. We've helped hundreds in DC and across America deliver information with compelling persuasion. We train, entertain, and enhance your ability to deliver when the messages matter. Classroom and individual coaching sessions include content development and rigorous on-camera training.



AWARDS & CERTIFICATIONS

CERTIFIABLY SPEAKING

ZHM is a woman-owned-small business certified under the 8(a) program of the Small Business Administration and a GSA Schedule provider since 2003.

- _100% Woman Owned
- _Cage Code: 3UHJ2
- _Dun and Bradstreet: 084928873
- _GSA: GS-23F-0079R

PRIMARY NAICS CODES

- 512110** Motion Picture & Video Production
- 512191** Animation, Special Effects, Post Production
- 711510** Scriptwriting Services
- 519130** Internet Broadcasting
- 611430** Professional Development Training
- 541820** Public Relations Services

STRATEGIC ALLIANCES

We have forged robust strategic bonds with non-profit organizations, educational foundations, website design firms, public relations agencies and professional associates to meet, and exceed, the increasing communications demands of the federal marketplace. ZHM's Small Business Administration 8(a) certification enables fast tracking of projects via sole source and competitive awards of up to \$3,000,000.00. We also enter joint venture agreements with other small businesses to facilitate larger government contracts.

OPERATING PRINCIPLES

- _Commitment to Excellence
- _Thoughtful Discovery
- _Multicultural Education
- _Just Causes
- _State-of-the-Art Technologies





Blanca Zayas

President & CEO

Blanca has helped inform the federal marketplace for more than twenty years as an award winning Department of Treasury Program Analyst and, since 2006, as ZHM's team leader. She is committed to creative, efficient multimedia communications and world-class Hispanic outreach services. Blanca holds an M.A. in Spanish literature from New York University.



Tom Hendrick

Executive Producer

Before co-founding ZHM, Tom's 20-year career as a broadcast journalist included reporting assignments for CBS News, Fox, and CNN and tours of duty in Lebanon, Iraq, Israel, Pakistan, Brazil and Haiti. He is an adjunct professor of Journalism, holds an M.A. in Public Affairs, and has received twenty Emmy and Telly Awards.



Michael Mierendorf

Executive Director

Many of the awards on display here are Michael's. With three Prime Time Emmy Awards, two Cine Golden Eagles and a Columbia Dupont, his films for HBO, Hallmark Network, and PBS Frontline truly are world class. A graduate of Trinity University in San Antonio, Texas, Michael has worked in Russia, Vietnam, Europe, Africa and French Polynesia.



David Burnett

Anchored news for 15 years at Washington, DC's Fox 5 and today is a widely respected media trainer, presentation coach, and instructor at Howard University.



Marisa Arbona-Ruiz

This award-winning filmmaker has produced live events, PSAs, promotions, social marketing, news and documentaries for English and Spanish markets. She's also a narrator, event host and on-camera talent.



Leo Kerns

Has served Voice of America as a video engineer and manages our digital operations. He knows the art and the science of nonlinear Avid Media Composer and Final Cut Pro HD editing.



Cynthia Steele Vance

Producer and television personality, she has appeared on Larry King Live, CBS Morning News, ABC News One, Fox and PBS. She is a trustee of George Washington University.



Cynthia Paquin LePage

A Montreal filmmaker and Concordia University graduate, Cynthia's creative ideas, cinematic skills and editing help inform our productions.



Hillary Howard

Has received two Emmy Awards for writing and production for local television stations in Washington, DC. Her golden voice can be heard most days on WTOP all news radio.



Bill Hendrick

After a quarter century of covering healthcare for the Atlanta Journal Constitution, Bill joined ZHM to lead our Southeast office. He is an award-winning writer and editor and a graduate of the University of Georgia.



HOUSE OF Z



Ed Rabel

A highly sought-after high-level communications advisor, Ed is best known for reports for the CBS Evening news and recipient of the broadcast industry's George Polk Award.



John Palmer

The former NBC Today Show anchor, White House news correspondent and two-time Emmy winner is a sought after host, public speaker and producer



Camilla Carr

Award winning, producer/host grew up in Europe and provides multilingual media and presentation skills training.



Marc Rosenbaum

Winner of two duPont Columbia Awards and a Phi Beta Kappa graduate of Colgate University, Marc is our resident expert on radio and was Senior Editor/Producer of NPR's All Things Considered and Talk of the Nation.



Osman Corson

If it's broken, he fixes it. Ozzie is our operations guru and has won seven Washington, DC Emmys for outstanding cinematography and editing. He is 'The Wizard of Oz.'



Murray Pinczuk

Recipient of the White House News Photographer of the Year Award, Murray has been one of Washington, DC's premier cinematographer/editors for more than twenty years.



Tom Hannon

One of America's most experienced radio/television event producers and narrators, Tom was CNN News Group's Political Director from 1988 to 2006 and was responsible for Democratic and Republican National Convention coverage.



Dave Bowden

Recently has written and produced for U.S. Department of Energy and Colorado Departments of Environment and Public Health. Based in Denver, Dave's credits for creative cinematography include PBS Frontline, ABC News, HGTV and HDNet.



PORTFOLIO



OFFICE OF COMPTROLLER CURRENCY

Vendor Role: Awarded five year contract as prime providing strategic communications, presentation training, video production and online services.

Reference: Bryan Hubbard | 202.874.5307



NATIONAL MUSEUM OF AMERICAN HISTORY

Vendor Role: Strategic communications and broadcast production support for The American Presidency: A Glorious Burden, Julia Childs' Kitchen, Jazz Appreciation Month and continuing services 1999 - present.

Reference: Valeska Hilbig | 202.633.3129



CENTERS FOR DISEASE CONTROL AND PREVENTION

Vendor Role: Provided online video production and emergency risk communications training for CDC in vendor partnership with American Institutes for Research.

Primary Contact: Julia Galdo | 301.592.8600



PORTFOLIO



INSTITUTOS NACIONALES DE LA SALUD

Vendor Role: Multicultural support for public service messages, clinical trial recruitment and training films for multiple institutes including NCI, NIDDK, NIMH, NIA, and NCCAM; educational programs received seven Telly Awards.

Primary Contact: N.I.H. | 301.496.5787



DEADLY MEMORIES HBO DOCUMENTARY

Vendor Role: Produced by Executive Director Michael Mierendorf and narrated by actress Susan Sarandon, this film funded by the Robert Wood Johnson Foundation received Cine Golden Eagle and Prism Awards. More importantly, it speaks for the tens of thousands of children in America who are victims of their own parents.

Primary Contact: Jon Moss | 917.968.5700



WHO'S KILLING CALVERT CITY?

Vendor Role: Who's Killing Calvert City? produced for Frontline by our Michael Mierendorf, looks at the conflicting forces in a struggle between industry and local environmentalists in a small Kentucky town and received an American Film and Video Festival Red Ribbon.

Primary Contact: Mike Sullivan | 617.300.5400



TERMS & CONDITIONS

Zayas Hendrick Mediaworks LLC

Advertising and Integrated Marketing Solutions

GSA Contract Number: GS-23F-0079R

Contract Period: Jan. 9, 2009 - Jan. 9, 2014

Business Size: WOSB SBA 8(a) SDB

Point of Contact:

Blanca E. Zayas, President & CEO

Tel: 301.229.4894

blanca@zhmworks.com

Thomas T. Hendrick, Executive Producer

Tel: 202.372.5220

tomh@zhmworks.com

Web Address: www.zhmworks.com

Areas of Expertise:

_Strategic Communications Design

_Public Service Campaigns

_Media & Presentation Training

_News Conference Management

_Congressional Hearing Support

_Events and Conference Planning

_AV Production & Post Production

Maximum Order: \$3,000,000.00

Minimum Order: \$100.00

Geographic Coverage:

48 contiguous states, Hawaii, Alaska, Puerto Rico and Washington, DC. ZTeam has provided services in Latin America, Europe, Asia, Africa and the Middle East.

Government Discounts

See GSA Advantage Online

Primary Points of Production:

Washington, DC

Bethesda, Maryland

Government Purchase Cards are accepted below the micro purchase threshold: Yes

Government Purchase Cards are accepted above the micro purchase threshold: Yes

Ordering Address:

ZHM Suite 300

5036 Westpath Terrace

Bethesda, Maryland 20816

Warranty Provisions:

Standard Commercial Warranty.

Customer may contact Vendor for copy of the warranty.

DUNS Number: 084928873

Cage Code: 3UHJ2

Prompt Payment Terms:

.50% - 10 days NET 30



GSA Contract Holder

Schedule 541,

Advertising & Integrated

Marketing Solutions (AIMS)



PRICE LIST

Pre-production/Project Management

Senior Strategy & Creative	Hour	\$130
Executive Producer	Hour	\$130
Executive Producer	Day	\$1040
Director	Hour	\$130
Director	Day	\$1040
Senior Scriptwriter/Editor	Hour	\$125
Senior Scriptwriter/Editor	Day	\$1000
Scriptwriter	Hour	\$85
Scriptwriter	Day	\$680
Proofreading/Editor	Hour	\$85
Project Manager	Hour	\$90

Video Production Standard Definition (SD) & High Definition (HD)

Field Producer	Hour	\$100
Field Producer	Day	\$800
SD 2 Person Crew	Full Day	\$1550
SD 2 Person Crew	Half Day	\$1250
SD 1 Person Crew	Full Day	\$1100
SD 1 Person Crew	Half Day	\$850
HD 3 Person Crew	Day	\$2550
HD 2 Person Crew	Full Day	\$2250
HD 2 Person Crew	Half Day	\$2000
HD 1 Person Crew	Full Day	\$1750
HD 1 Person Crew	Half Day	\$1500
Audio Technician	Day	\$500
Audio Technician	Half Day	\$400
Production Asst. Grip/Gaffer	Full Day	\$300
Production Asst. Grip/Gaffer	Half Day	\$225
On-Camera Narrator/Talent	Session (4 hrs)	\$1000
Make-up Artist	Day	\$600
Make-up Artist	Half Day	\$450

Post Production Video/Audio/Web

Logging & Loading media into AVID w/editor	Hour	\$75
Media Log –no editor AVID Uncompressed w/2D/3D	Hour	\$60
Effects, Editing w. editor	Hour	\$280
AVID on-Line AVR 77 with 2D/3D Effects Editing with Editor	Hour	\$150
AVID Off-line Editing with Editor	Hour	\$125
FCP non-linear editing w. motion 6.0, pro-animator 3D graphics, live type fonts 6.0	Hour	\$280
Online Beta B-Roll Editing with CG and Editor	Hour	\$140
Straight Cut editing w. editor	Hour	\$150
HD Editing-non-linear	Hour	\$475
Rendering	Hour	\$85
Graphic Design 2D – Creative	Hour	\$200
Graphic Design 2D – Rendering	Hour	\$100
Graphic Design 3D – Creative	Hour	\$245
Graphic Design 3D – Rendering	Hour	\$115



PRICE LIST

Post Production Video/Audio/Web cont.

Photoshop Design – Creative	Hour	\$150
Photoshop Design – Retouch Photo	Hour	\$120
Photoshop Design – Resize Photo	Hour	\$85
Photoshop Design – Scan Photo	Hour	\$100
Animation Design	Hour	\$300
Director Flash, SMIL & other programming	Hour	\$150
HTML Programming	Hour	\$125
Off Camera Talent/Voiceover	Session	\$600
Audio Engineer (Sound Booth)	Hour	\$225
Captioning/Subtitles	Hour	\$1050

Production Support Equipment/Other

Teleprompter	Day	\$550
Teleprompter	Half Day	\$400
Presidential Teleprompter	Day	\$1200
Wireless Microphone	Day	\$300
Studio	Day	\$600
Studio	Half Day	\$450
BVW-600 Camera Only	Day	\$515
HDW-700 Camera Only	Day	\$1110
Beta Tape (30 minutes)	Tape	\$30
ZHM Video Stock Footage	Each	\$300
Stock Image	Each	\$75
Music	Track	\$185
Sound Effects	Effect	\$60
Video Compression to MPEG	Minute	\$50
Audio Compression to WAVE/AIFF	Minute	\$25
DVD Master	Hour	\$175
DVD Authoring w. chapters	Hour	\$200
DVD Duplication (one)	DVD	\$20
Media Training w/out Camera	Day (per person)	\$1250
Media Training w/Camera	Day (per person)	\$1750

