



## Monterey County Board of Supervisors

168 West Alisal Street,  
1st Floor  
Salinas, CA 93901  
831.755.5066

### Board Order

**Agreement No.: A-13105**

Upon motion of Supervisor Phillips, seconded by Supervisor Salinas and carried by those members present, the Board of Supervisors hereby:

Authorized the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute amendment No. 1 to the agreement (A-13105) with AMF Media Group for public relations services, extending the agreement an additional one (1) year period (retroactive May 1, 2017 through April 30, 2018) for a revised full agreement term of May 1, 2016 through April 30, 2018, and adding \$394,400 for a revised total agreement amount not to exceed \$579,900.

PASSED AND ADOPTED this 20th day of June 2017, by the following vote, to wit:

AYES: Supervisors Alejo, Phillips and Salinas

NOES: None

ABSENT: Supervisors Parker and Adams

I, Gail T. Borkowski, Clerk of the Board of Supervisors of the County of Monterey, State of California, hereby certify that the foregoing is a true copy of an original order of said Board of Supervisors duly made and entered in the minutes thereof of Minute Book 80 for the meeting June 20, 2017.

Dated: June 28, 2017  
File ID: A 17-232

Gail T. Borkowski, Clerk of the Board of Supervisors  
County of Monterey, State of California

By

A handwritten signature in cursive script, appearing to read "Gail", written over a horizontal line.

Deputy

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# COUNTY OF MONTEREY - BOARD OF SUPERVISORS

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File #:	A 17-232	Name:	AMF Media Group Renewal and Amendment No. 1
Type:	BoS Agreement	Status:	Consent Agenda
File created:	6/2/2017	In control:	Board of Supervisors
On agenda:	6/20/2017	Final action:	

**Title:** Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute amendment No. 1 to the agreement (A-13105) with AMF Media Group for public relations services, extending the agreement an additional one (1) year period (retroactive May 1, 2017 through April 30, 2018) for a revised full agreement term of May 1, 2016 through April 30, 2018, and adding \$394,400 for a revised total agreement amount not to exceed \$579,900.

**Attachments:** [1. Board Report](#), [2. AMF Media Group Renewal and Amendment No. 1.pdf](#), [3. AMF Media Group Agreement.pdf](#), [4. AMF Media Group Spend Sheet.pdf](#), [5. Completed Board Order](#)

[History \(0\)](#)

[Board Report](#)

**Title**

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**Report**

**RECOMMENDATION:**

It is recommended the Board of Supervisors:

Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute amendment No. 1 to the agreement (A-13105) with AMF Media Group for public relations services, extending the agreement an additional one (1) year period (retroactive May 1, 2017 through April 30, 2018) for a revised full agreement term of May 1, 2016 through April 30, 2018, and adding \$394,400 for a revised total agreement amount not to exceed \$579,900.

**SUMMARY/DISCUSSION**

AMF Media Group (AMF) is a full-service marketing and communications agency with an award-winning public relations division that brings a diverse wealth of experience and skills to strategic public relations services at NMC. In addition to NMC, AMF has a proven track record working with public and private health care systems, e.g. Alameda Health System, Kern Medical Center, Good Samaritan Hospital in San Jose, and Kaiser Permanente.

During the last 12 months, AMF has worked with NMC in media relations to place positive stories about NMC raising the public's perception of the organization beyond that of a safety net hospital, establishing NMC as a thought leader on health care issues, and highlighting NMC credentials through the implementation of community education campaigns on living a healthier lifestyle. Highlights of AMF's services have included 50 media placements of stories highlighting NMC's physicians, nurses, and support staff. Storylines have included NMC awards, strengths of service lines, recruitment of staff talent, and community education on various health topics. Of particular note has been the implementation of the BrainSmart initiative to drive ongoing community engagement and expand trauma prevention

programming. This year's two campaigns with local TV provided two five-day news series, PSA's, and ongoing education on Concussions and Falls Prevention.

AMF services for the upcoming term of this agreement will include the same public relations and community education services as stated in the original scope of the agreement, extending those services for an additional year at an approximate cost of \$214,000 as follows:

- Developing and promoting of story ideas with media that support the growth initiatives and strategic service areas of NMC
- Co-managing of communication lines between NMC and the media
- Partnering with the NMC communications team to provide content support
- Consulting on NMC's news agenda
- Writing and distribution of press releases
- Managing media calls and requests from reporters
- Providing regular monitoring metrics and reporting on PR activities
- Providing Crisis Communications Support Services
- Providing Media Training
- Implementing two BrainSmart Initiative campaigns

Newly added services included in this amendment are as follows:

- Additional community education programming highlighting trauma prevention at a cost not to exceed \$30,000 and
- Oversight of the Implementation of a New Quarterly Magazine, a communications tool to advance awareness of NMC services through featured stories on NMC's services, highly skilled staff and satisfied patients. AMF will serve as managing editor, reporter and photographer for the magazine. AMF and NMC will partner on story selection and production. The cost for this new communications piece will not exceed \$150,000.

This agreement is not exclusive as NMC has agreements with other agencies for public relations consultation.

In early 2018 NMC plans to issue an RFP for marketing and design services and will likely include public relations services as well under the same RFP.

This amendment was signed prior to expiration on April 30 but do to a slight delay during the routing and approval process, it did not get to the Board of Supervisors before expiration. No services have been rendered since expiration on April 30.

#### **OTHER AGENCY INVOLVEMENT**

County Counsel has reviewed and approved this amendment No. 1 as to legal form and risk provisions, and the Auditor-Controller has reviewed and approved as to payment provisions. The amendment No. 1 has been reviewed and approved by NMC's Finance Committee on March 23, 2017 and by its Board of Trustees on April 7, 2017.

#### **FINANCING**

The cost for this Amendment is \$394,400, all of which is included in the Fiscal Year 2017-18 Recommended Budget. There is no impact to the General Fund.

#### **BOARD OF SUPERVISORS STRATEGIC INITIATIVES:**

   Economic Development

   Administration

Health & Human Services-The services rendered in this agreement help promote access and awareness to health services.

   Infrastructure

   Public Safety

Prepared by: Prepared by: Carol Adams, Assistant Administrator, Planning & Business Development

Approved by: Gary R. Gray, DO, Chief Executive Officer, 783-2504

Attachments:

AMF Media Group Renewal and Amendment No. 1

AMF Media Group Agreement

Spend Sheet

Attachments on file with the Clerk of the Board

**RENEWAL AND AMENDMENT NO. 1  
TO SERVICES AGREEMENT  
BETWEEN AMF Media Group. AND  
NATIVIDAD MEDICAL CENTER  
Public relations services**

This Renewal and Amendment No. 1 to the Services Agreement ("Agreement") which was effective on May 1, 2016 is entered into by and between the County of Monterey, on behalf of Natividad Medical Center (hereinafter "NMC"), and AMF Media Group. (hereinafter "CONTRACTOR"); (collectively, the County, NMC and CONTRACTOR are referred to as the "Parties"), with respect to the following:

**RECITALS**

**WHEREAS**, the Agreement was executed for public relations services with a term May 1, 2016 through April 30, 2017 and a total Agreement amount not to exceed \$185,500; and

**WHEREAS**, NMC and CONTRACTOR currently wish to renew and amend the Agreement to extend it for an additional one (1) year period through April 30, 2018 to allow for services to continue with additions to the original scope of work attached hereto as "Exhibit A-1 Revised Scope of Services/Payment as per Renewal and Amendment No. 1" an \$394,400 increase for a revised total Agreement amount of \$579,900.

**AGREEMENT**

**NOW, THEREFORE**, the Parties agree to amend the Agreement as follows:

The Agreement is hereby renewed on the terms and conditions as set forth in the Original Agreement and Renewal and Amendment No 1, incorporated herein by this reference, except as specifically set forth below.

1. Section 2 / Paragraph titled, "PAYMENTS BY NMC" shall be amended to the following:  
***"NMC shall pay the CONTRACTOR in accordance with the payment provisions set forth in EXHIBIT A plus EXHIBIT A-1 Revised Scope of Services/Payment Provisions as per Renewal and Amendment No. 1 attached hereto this Renewal and Amendment No .1. The total amount payable by NMC to CONTRACTOR under this Agreement shall not exceed the sum of \$579,900."***
2. The first sentence of Section 3 /Paragraph titled, "TERM OF AGREEMENT" shall be amended to the following:  
***"The term of this Agreement is retro from (May 1, 2017 through April 30, 2018) for a revised full agreement term of May 1, 2016 through April 30, 2018, unless sooner terminated pursuant to the terms of this Agreement."***

3. Section 4/ Paragraph titled, "SCOPE OF SERVICES AND ADDITIONAL PROVISIONS/EXHIBITS" shall be amended to the following:  
*"The following attached exhibits are incorporated herein by reference and constitute a part of this Agreement:*  
**Exhibit A: Scope of Services/Payment Provisions**  
**Exhibit A-1: Revised Scope of Services/Payment Provisions as per Renewal and Amendment No. 1**
4. Except as provided herein, all remaining terms, conditions and provisions of the Original Agreement are unchanged and unaffected by this Amendment No. 1 and shall continue in full force and effect as set forth in the Agreement and in Renewal and Amendment No. 1.
5. A copy of this Renewal and Amendment No. 1 shall be attached to the Original Agreement.
6. This Renewal and Amendment No. 1 shall be effective May 1, 2017

*The remainder of this page was intentionally left blank.*

*~ Signature page to follow ~*



IN WITNESS WHEREOF, the Parties hereto are in agreement with this Amendment No. 1 on the basis set forth in this document and have executed this Amendment No. 1 on the day and year set forth herein.

NATIVIDAD MEDICAL CENTER

By: [Signature]  
Gary B. Gray, DO, CEO

Date: 6/17

APPROVED AS TO LEGAL PROVISIONS

By: [Signature]  
Monterey County Deputy County Counsel

Date: May 31, 2017

APPROVED AS TO FISCAL PROVISIONS

By: [Signature]  
Monterey County Deputy Auditor/Controller

Date: 6-2-17

CONTRACTOR

AMF Media Group  
CONTRACTOR's Business Name  
\*\*\*See instructions below\*\*\*

By: [Signature]  
(Signature of: Chair, President, or Vice-President)

Vintage Foster president & partner  
Name and Title

Date: 5/17/17

By: \_\_\_\_\_  
(Signature of: Secretary, Asst. Secretary, CFO, Treasurer, or Asst. Treasurer)

\_\_\_\_\_  
Name and Title

Date: \_\_\_\_\_

\*\*\*Instructions\*\*\*

If CONTRACTOR is a corporation; including limited liability and non-profit corporations, the full legal name of the corporation shall be set forth above together with the signatures of two specified officers (two signatures required).

If CONTRACTOR is a partnership; the name of the partnership shall be set forth above together with the signature of a partner who has authority to execute this Agreement on behalf of the partnership (two signatures required).

If CONTRACTOR is contracting in an individual capacity, the individual shall set forth the name of the business, if any and shall personally sign the Agreement (one signature required).



May 1, 2017-April 30, 2018

## Scope of Services

### **Public Relations**

AMF Media Group is prepared to provide ongoing Public Relations support for Natividad Medical Center to promote its strength as a public hospital for the Monterey Salinas Region.

We will continue to use three primary outreach strategies:

**Media Relations:** Continue an aggressive media relations campaign to place positive stories about Natividad and raise the public's perception of the organization beyond that of a safety net hospital. We will do so through ongoing proactive media outreach and relationship building that leverages Natividad's strategic service areas and highlights successful patient stories.

**Thought Leadership Content:** Further establish Natividad as a thought leader in local and national health care trends and issues. As a Joint Commission-accredited facility, Level II Trauma Center, Level III NICU and continual recipient of awards such as the Blue Distinction Center for Bariatric Surgery, there is a wealth of stories to tell that put Natividad front and center as a thought leader in health care. We will do so through the self-generation of educational content that can be leveraged in traditional media relations and on the Natividad website.

**Community Initiatives:** At Natividad, the commitment to community is unwavering. It's never been about profit; it's always been about quality of care. Natividad is defined by its very human, compassionate, patient-centered care. Thus, it has an advantage in the market to engage the community on living a healthier lifestyle. We will continue to leverage core strengths of the organization to capitalize on a specific issue, interest or need in the marketplace. And, as the market becomes more aware of Natividad's credentials, quality of care and patient-centric approach, the medical center's role in leading the health and wellness discussion will continue to accelerate.





Monthly, AMF is prepared to perform the following:

- Develop and promote story ideas with media that support the growth initiatives and strategic service areas of Natividad
- Co-manage and maintain the communication lines between Natividad, the media and bloggers
- Partner with the Natividad communications team to provide content support
- Consult and push for a Natividad news agenda
- Write, distribute and manage press releases
- Manage media calls and requests, and screen calls from reporters for pre-interview discussion of story angles
- Provide regular monitoring, metrics and reporting for all PR activity for Natividad

#### **BrainSmart™**

AMF is prepared to drive ongoing community engagement through the BrainSmart trauma prevention program. The program will include two campaign elements in 2017-2018 (as agreed to by AMF and Natividad). Campaign elements may include:

- **Sports-Related Concussions:** AMF is prepared to reengage with each partner high school to coordinate concussion workshops for NMC physicians leading into the spring, fall and winter sports seasons. AMF is also prepared to expand the program to target additional high schools and youth leagues.
- **Fall Prevention:** AMF is prepared to provide additional community support and outreach related to fall prevention.
- **Stroke Awareness:** AMF is prepared to initiate outreach related to stroke



awareness, treatment and recovery.

### **Distracted Driving Community Initiative**

AMF is prepared to build a community initiative that highlights the dangers of distracted driving with a focus on youth. Specific campaign elements will be agreed to by both parties.

### **Crisis Communications**

AMF Media Group will continue to provide crisis communications and conflict management communications support. When called upon, AMF will identify and counter specific events and situations that arise. Specifically, AMF will work to mitigate potential harm to the medical center's reputation, operations and general perception.

### **Quarterly Magazine**

Based on this past year's success, AMF is prepared to implement a new communications tool. The details of this implementation will be agreed to by both parties. We believe a quarterly magazine will help advance the Natividad brand and service model. The magazine will continue our collective efforts to position Natividad as a comprehensive, top-quality health care provider of choice. As a teaching organization, Natividad attracts the brightest of professionals who are recognized experts in patient quality and safety. The magazine will feature Natividad's expert staff and satisfied patients in educational stories and testimonials demonstrating how Natividad provides the highest level of specialty service. The focus will be on education and people, rather than the Natividad brand, but it will be clear that Natividad is the local leader in health.

AMF will serve as managing editor, reporter and photographer for the magazine. We will also handle all layout and design. AMF and Natividad will partner on story selection.

### **Media Training**

In 2017-2018, AMF is prepared to provide media training for four to five executives (as agreed to by Natividad). This will be planned to accommodate Natividad executives' schedules. This half-day seminar will provide the structural framework and



understanding of approach that will facilitate the collaboration between AMF and Natividad in ongoing media relations activities.

The Media Training session will include:

- A general overview of news – what is it and how is it managed/off the record and background
  
- The different media - print/television/radio/internet
  - News Definitions
  - The Cheat Sheet
  - The Ripple Effect
  
- The mindset of a reporter – their motives, their day, how they define success
  - Tricks of the Trade – how they get you to talk when you don't want to talk
  
- Preparing for the interview - Empathy is key/Messaging and Sound Bites/Compelling Data
  - Mock/practice print interviews and resulting stories
  - Feedback on performance

### Pricing/Fees

#### **PR Services: \$140,400**

Non-crisis PR services will be billed at a blended rate of \$195 an hour. The blended rate represents the combination of AMF team members who will work on the account. AMF estimates a total of 720 hours of PR services per year (approximately 60 hours a month).

#### **BrainSmart Renewal: \$30,000**

The BrainSmart program will be billed in installments of \$15,000 (approximately 75 hours each) for each campaign element. Specific campaign elements will be agreed to by both parties. The program should include two campaign elements and should not exceed \$30,000 in the contract year.

#### **Distracted Driving Community Initiative: \$30,000**

AMF is prepared to build a community initiative that highlights the dangers of



distracted driving with a focus on youth. Specific campaign elements will be agreed to by both parties. This work should not exceed \$30,000 in the contract year.

**Quarterly Magazine: \$150,000**

AMF will design and produce a quarterly magazine as described earlier in this document for \$37,500 an issue. This fee does not include any printing or distribution costs associated with mailing the quarterly magazine.

**Crisis Communications: \$30,000**

Crisis communications and conflict management services will be led primarily by Vintage Foster. He will be supported by various members of the AMF PR and Content team. Vintage Foster's rate is \$800 an hour and the members of his team work at a rate of \$500 an hour. The cost to complete the crisis communications readiness plan will be billed at a blended rate of \$195 an hour. The blended rate represents the combination of AMF team members who will work on the plan.

All crisis communications work should not exceed \$30,000 in the contract year.

**Crisis/Conflict and Magazine Travel: \$6,500**

AMF will operate under a not-to-exceed \$6,500 annual travel budget for meetings and all crisis- and magazine-related travel, including hotel, mileage, per diem meal expenses, etc. Travel reimbursement to be paid per County of Monterey policy/requirements.

**Media Training: \$7,500**

AMF is prepared to provide a half-day session as described earlier in this document for \$7,500.

**2017-2018 Proposed Total: \$394,400**



## **2016-2017 PR Results to Date**

### **Impactful Media Coverage**

- 49 media placements as of February 22, 2017
  
- Stories featured Dr. Gary Gray, Dr. Dana Kent, Dr. John Silva, Dr. Chris Carpenter, Dr. Craig Walls, Dr. Perez-Lopez, Dr. Debi Siljander, Lorraine Artinger, Dr. Hugh Chung, Dr. Natalie Gallardo, Dr. Christopher Burke, Blair Limon, Sue Saunders and Michael McMillan

### **Storylines Highlighted**

- Natividad News:
  - Trauma Center 2<sup>nd</sup> Anniversary
  - BrainSmart™
  - Affordable Care Act Impact
  - CALNOC Awards
  - Leapfrog Awards
  - Acute Rehab Center Re-Opening
  - Project Santa
  - Diabetes Education Center Re-Accreditation
  - New CMO: Dr. Craig Walls
  
- Service lines:
  - ADHD
  - Hypertension
  - Healthy Holiday Meals
  - Bariatrics
  - Annual Exams
  - Diabetes Prevention
  - Sports Physicals
  - Lice Awareness
  - Managing Diabetes
  - Breast Cancer
  - Physical Therapy



**BrainSmart™ Community Initiative**

- Microsite: NatividadBrainSmart.com
- KION/Telemundo Partnership (Five-Day News Series and PSAs) for Both Concussions and Fall Prevention
- Each Week of News Content Reached 30,000+ Broadcast and 120,000+ Online Viewers
- Educational Presentations on Concussions at 5 Local High Schools (200+ Attendees Per Meeting)
- "A Matter of Balance" 8-Week Fall Prevention Course
- Infographic and Fact Sheet
- Educational Videos
- 15- and 30-Second Commercials
- In-Hospital Elevator Posters and Bamboo Banners