



June 10, 2021

**County of Monterey COVID-19  
Request for a Contract Extension  
Public Outreach Messaging (Extended Vaccination & Reopening Phase)  
Through December 31, 2021 (provisional)**

Dear Charles and Nick,

Together we have accomplished great things for the benefit of the community and recognize there is much more to do. Now that we are just days away from the State of California's economic reopening, we must stay vigilant and focus on continuing the vaccination messaging (especially to younger audiences, hard to convert, the African/American (Black) Community, the underrepresented, as well as the folks hesitant to get the vaccine. In addition, for this extension period, it is very likely that those younger than 12 will become eligible for the vaccine and messaging to parents/guardians will be critically important to protect the greater citizenry of Monterey County. It has been our great honor to work with you both as well as the team of professionals you have assembled to benefit the residents of our county. We have as a team continued to committed ourselves and all our resources fully and have invested a vast sum of our own resources to insure the health and welfare of our community.

Since the inception of our working relationship, TMD has absorbed (donated) well over \$40,000 in professional cost as a result of the work performed to the budgeted retainer. We are committed to continuing this outstanding and historic work and are just alerting you to this detail and the Board of Supervisors as a demonstration of our commitment to the objective.

### Agreement Extension Recommendation

The purpose of this document is to extend the revised current consulting agreement that is currently in place and is set to expire on **June 30, 2021**. The recommendation is to extend the consulting agreement for an additional six (6) month as outlined/provided for in the existing contract between the County of Monterey CAO's office and TMD Creative. The extension would go into effect on **immediately (July 1, 2021) and continue to** the end of the current calendar year at an existing rate in the existing contract. Retainer budget would equal \$10,000 per month for the period of July 1 thru December 31, 2021. We understand if and when a communications director is hired that a portion of the contract may be amended. However, we believe that even with the addition of that professional position, our services will still very much be needed to carry out the mission and objectives.

Additionally, the recommendation includes continuing with the media placement contract (proposed budget spreadsheet is attached to this document); which is now set to expire on June 30, 2021, an additional six (6) month would be added to this portion the bring the media portion of the budget to the end of the 2021 calendar year. The extension period would cover the County of Monterey thru December 31, 2021. As noted, multiple times in meetings, media inventory on Television and Radio is getting tight and will continue to tighten due to the recall election of the California Governor thru November 3, 2021. This will affect the rates and placement of our strategy.

## Scope of Services

Continuing the great work performed to date; TMD will continue collaboration with the County of Monterey, to develop and produce a variety of additional communications assets for use throughout the entire county (and stakeholder groups via the Dropbox) to protect public health in regards to the COVID-19 pandemic, vaccinations, and to continue educate of the citizenry on factual aspects relating to slowing transmission rates, steps necessary to progress in tiers established by the State of California and protecting one's self, family, and the work-force. Additional messaging has been and will continued to be produced in Indigenous languages given available resources and in partnership with Natividad Medical Centers Communications Office. We will continue to attend meetings and provide verbal and written reports as has been our practice since the first contract period.

## Recommended Strategy through 2021 (New messaging strategy to be implemented)

- **Expand Social Media & Online Presence**  
Continue to maintain, and update social media, place more paid posts for broader market penetration, amplifying messaging through partnerships with media, CBO's, CHW's and the Community Foundation for Monterey County Collaborative  
Expand to the Instagram platform and tie FB to the IG platforms, to include paid posts for broader market penetration and further expansion of the new Tik Tok platform implementation  
Create additional consumer friendly content directing visitors to specific places to access relevant information regarding COVID, Vaccination, Testing, Treatment and other related information as the situation dictates  
Focus as outlined on page one of this document to expand demographic audience reach  
Repurpose existing assets where possible - maximize utilization (or make minor revisions)  
A portion of messaging will be directed at businesses in the county
- **Showcase Testimonials**  
Gain community trust with experts and celebrities – provide hope, utilizing real people and real stories  
Demonstrate the benefits of getting vaccinated and the need for compliance to local, state and federal guidelines  
Testimonials make a difference – real people real stories, those who have recovered  
Show Results – MOC working hard for you
- **Provide Information and Resources**  
Direct residents to specific community resources across all communications platforms  
Showcase Leaders strong efforts/ties to the community  
Partner with CBO's in an effort to amplify messaging in particular to hard to reach and elderly populations
- **Transform Community Attitudes**  
Demystify the vaccination process  
Model a community of caring for each other  
Demonstrate a sensitivity to economic recovery and stability especially as more people get vaccinated  
Demonstrate the County's efforts to advocate for equity where it concerns vaccinations and sensitivity to a balance between public health and working to return to "normal"

## Tactics/Method (continued as currently implemented)

- Channels through where the messaging will be disseminated (not limited to)
  - o Monterey County website (provide assets to County staff to upload to county site)

- o Facebook (Health Department and other department pages) – the addition of Tik Tok
- o Instagram (newly created on behalf of the County of Monterey at large)
- o Radio :30s and :60s
- o TV & Live Streaming :30s and longer format videos for social
- o Print media (to include Spanish paper El Sol and the Pine Cone on a limited basis)
- o Outdoor media (with new messaging)
- Message to be concise and match the messaging given by the State of California & CDC
- Messaging to be translated into Spanish and Indigenous languages (when possible) to match the cultural tone of the target audiences (to be done by TMD team in partnership with NMC)
- Video messages to be delivered by celebrities, trusted community leaders or influencers when able/available (and budget permitting)

### Retainer and Media Platform Budget

- July 1, 2021 thru December 31, 2021 we are recommending the existing retainer amount of \$10,000 per month.
- Recommended media placement budget to be approximately \$54,166 per month, which is a weighted increase due to supply and demand on mass media, cycle of rate increases, especially as quarters two, three and four have higher demand by the private sector and due to traditional tourism increases as well as the political window impacting media rates. The initial messaging phase as we move through the emergency phase to a prevention and vaccination phase. The vaccination phase has its own complexity which will necessitate the increase in investment for public outreach. The total media budget for the six (6) month period would \$325,000
- Comprehensive budget plan (including hard costs and retainer) by month is attached to this document.



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## Limitation of Liability

TMD will notify client of inaccuracies that are discovered during our normal course of business, however, unless specifically stated otherwise in writing (in this proposal or amending work orders), the client bears final responsibility for any errors or omissions present in the content submitted to TMD. Therefore, the client should verify the accuracy of any and all content before submitting it to TMD. Content includes but is not limited to copy/text, data, pictures, and images.

TMD is happy to provide copy writing and editing services for a fee upon request. Excluded from this service is technical or scientific data and statistics, or information specific to the client for which TMD has no reference to verify accuracy.

Content that is mistakenly withheld, or comes to light at a later date, or if some aspect of the scope is to change due to some unforeseen issue, the scope and pricing of the project will be reevaluated and an equitable resolution will be reached between TMD and County of Monterey.

## Agreed and Accepted:

If this proposal meets with your approval, please indicate by signing and returning one copy to TMD by U.S. Mail, fax, or e-mail. An invoice of one-sixth (1<sup>st</sup> months retainer) of the total retainer will be invoiced upon acceptance to initiate work. Should you have questions, please feel free to call me at 831-758-6425 ext. 202 or email: [nick@tmdcreative.com](mailto:nick@tmdcreative.com). Thank you for the opportunity to submit this proposal. We're looking forward to working with you!

Sincerely,



Nicholas M. Pasculli | 90 West Alisal St. | Salinas, CA 93901 | 831-758-6425



## Signature Page:

### AGREED & ACCEPTED BY:

Name \_\_\_\_\_ Title \_\_\_\_\_  
(County of Monterey)  
Company \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_  
(TMD)  
Company \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_

COVID-19 PSA Schedule Phase 3 version 2  
 County of Monterey - Administrative Offices  
 Estimated Media Budget Q3 & Q4 2021



As of June 10, 2020

Station (Radio)	Jul	Aug	Sep	Oct	Nov	Dec	Total \$
KRAY - Spa - pd	2000	2000	2000	2000	3000	3000	\$ 14,000
KMJV - Spa - pd							
KCDU - Eng - pd							
KWAV - Eng -pd							
KHIP - Eng - psa	5000	5000	5000	5000	5000	5000	\$ 30,000
KKHK - Eng - psa							
KPIG - Eng - psa							
KDON- Eng - pd							
KDON- Eng - psa							
KOCN - Eng - pd	5000	5000	5000	5000	5000	5000	\$ 30,000
KOCN - Eng - psa							
KPRC - Span - pd							
KPRC - Span - psa							
KLOK - Span - pd							
KLOK - Span - psa	4000	4000	4000	4000	4500	5000	\$ 25,500
KSES - Span - pd							
KSES - Span - psa							
KRKC - Bilingual - pd							
KRKC - Bilingual - psa	750	750	1000	1000	1000	1000	\$ 5,500
KC 102 - Bilingual - pd							
KC 102 - Bilingual - psa							
<b>Radio Totals</b>	<b>16750</b>	<b>16750</b>	<b>17000</b>	<b>17000</b>	<b>18500</b>	<b>19000</b>	
Station (TV)	Jul	Aug	Sep	Oct	Nov	Dec	
KMUV - T23 Span - pd	2000	2000	2000	2000	3000	3000	\$ 14,000
KMUV - T23 Span - psa							
OSBW - Estrella Sp - pd	2000	2000	2000	2000	2000	2000	\$ 12,000
OSBW - Estrella TV Sp - psa							
KSBW - NBC - pd	5000	5000	5000	5000	5000	5000	\$ 30,000
KSBW - NBC - psa							
KSMS - Univision Sp - pd	5000	5000	5000	5000	5000	5000	\$ 30,000
KSMS - Univision Sp - psa							
KDJT - Sp - pd	2000	2000	2000	2000	2000	2000	\$ 12,000
KDJT - Sp - psa							
KCBA - FOX - pd	4000	4000	4000	4000	4000	4000	\$ 24,000
KCBA - FOX - pd							
KION - pd	4000	4000	4000	4000	5000	5000	\$ 26,000
KION - psa							
NION - CW - pd	2000	2000	2500	2500	2500	2500	\$ 14,000
NION - CW - psa							
<b>TV Totals</b>	<b>26000</b>	<b>26000</b>	<b>26500</b>	<b>26500</b>	<b>28500</b>	<b>28500</b>	
Print Media	Jul	Aug	Sep	Oct	Nov	Dec	
MC Weekly *	2500	2500	2500	2500	2500	2500	\$ 15,000
So. Co. News Papers	1000	1000	1000	1000	1000	1000	\$ 6,000
Mo Herald News Papers	1500	1500	1500	1500	1500	1500	\$ 9,000
El Sol	1000	1000	1000	1000	1000	1000	\$ 6,000
Carmel Pine Cone	665	665	665	665	665	675	\$ 4,000
<b>Print Totals</b>	<b>6665</b>	<b>6665</b>	<b>6665</b>	<b>6665</b>	<b>6665</b>	<b>6675</b>	
Outdoor Media	Jul	Aug	Sep	Oct	Nov	Dec	
Outdoor Media							\$ -
Digital & Social Media	Jul	Aug	Sep	Oct	Nov	Dec	
SMG Digital Hisp/Gen Mkt	3000	3000	3000	3000	3000	0	\$ 15,000
Instagram SM	500	500	500	500	500	500	\$ 3,000
<b>Digital Media Totals</b>	<b>3500</b>	<b>3500</b>	<b>3500</b>	<b>3500</b>	<b>3500</b>	<b>500</b>	
<b>All media totals</b>							\$ 325,000
Retainer	10000	10000	10000	10000	10000	10000	\$ 60,000
							\$ 385,000

Note: increase placement during back to school is critical (Aug-Sep)