

Southeast Florida Regional Partnership

Indian River - St. Lucie - Martin
Palm Beach - Broward - Miami-Dade - Monroe

PARTNERSHIP MEMBER GENERAL INFORMATION

Partnership Member (Name of Organization)	Content Creators LLC
Membership Status (Please indicate whether the organization is a General Partner or Consortium Member)	Consortium Partner
Address	222011 Martella Avenue Boca Raton, FL 33433
Main Contact Name	Tim Collie Jodie Knofsky
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Name of Chief Executive Officer or Director	Calvin T. (Tim) Collie
Number of Years in Business	2
Task/s (as defined in the Comprehensive Work Plan) Please list in bulleted form those task areas in which your organization is interested in performing paid work. Greater detail can be provided in the accompanying document.	Task 3: Conduct Public Engagement Including: <ul style="list-style-type: none"> Create Outreach and Engagement Strategy Refine and Implement Phased Outreach Strategy Web Site and Template Materials (including Regional Scorecard) Regional Values Polling Regional Scenario Workshops and Summits Develop a Speakers Bureau

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Website development and support, content development and maintenance, including:

- Live streaming and video recording of Southeast Florida Regional Partnership (Partnership) events as required;
- Interviews and articles as needed and agreed;
- Consulting services on digital / electronic communications;
- Social media; ie Facebook, Twitter, Blogs and Video Blogs;
- Photographic services as required
- Cell phone application to connect Partnership information and surveys to personal cell phones;
- Technical support and assistance for Partnership events as requested and agreed
- Consultation on Partnership initiatives; and
- Additional support of the Partnership's ongoing commitment to new media tools as agreed.

First 60 Days – WEBSITE / PORTAL DESIGN AND IMPLEMENTATION

Design and Planning Phase, including initial design and functionality with page launch to be scheduled as phases approved. Consultation on work plan and budget in relevant task areas.

Information Management and Partnership Communication Tools - develop tools to manage and organize Partnership information, email lists, notification preferences, and the collection and dissemination of information from and to Partnership members and other stakeholders

Create public relations / communications plan including social media and traditional media outreach to inform stakeholders, and the development of powerpoints, videos as needed.

Create and begin implementation of media communication and engagement strategy to provide information and engage the broad range of media partners throughout the seven county region in the work of the Partnership and development of the Regional Vision and Blueprint for Economic Prosperity.

Months 3 -12 – WEBSITE / PORTAL LAUNCH AND MAINTENANCE (10 months)

Website / Portal Design Completion and Maintenance, including content creation via photography, videography, editing, webhosting and social media, plus support and staff training through the first 12 months. Design and implementation to include linkage to partners and key stakeholders.

NOTE: Begin to include indicators on the website the first six months

Design and develop secure online portal for partner reporting and engagement.

NOTE: Website fully implemented in first six month.

Community Engagement including large scale community outreach, live and/or virtual convening events, hard copy collateral materials, op eds and articles for local and national special interest publications and the addition of alternative outreach (i.e. phone and ipad apps, work with grassroots organizations to create computer access in schools, churches, libraries,

etc.) Social and traditional media public relations on behalf of the Partnership. Stakeholder online surveys for subsequent evaluation.

Indicators and regional report card, including work with consortium partners on development and release of the regional report card, utilizing data, benchmarks, indicators and performance measures (design and implementation)

NOTE: Full launch of indicators section/regional report card online within first 24 months.

Provide support for grant renewal and/or leverage of funds, including work with evaluators to create online and hard copy data visualization and other reports as needed. Support efforts of Partnership in outreach to funders and development of funding proposals.

Months 13-30 - WEBSITE/PORTAL MAINTENANCE (18 months)

Website/Portal Continuous Improvement and Maintenance, including content creation via photography, videography, editing, webhosting and social media, plus support and staff training for balance of contract.

Continue to Build indicators section/page. Work with consortium partners to follow up on regional report card and use the website to communicate the regional vision and plan. Provide updated versions of the regional report card, utilizing data, data visualization, benchmarks, indicators and performance measures.

Community Engagement, including use of the web portal to engage stakeholders and further dialogue on the regional vision and plan.

Provide support for grant renewal and/or leverage of funds, including work with evaluators to create online and hard copy data visualization and other reports as needed. Support efforts of Partnership in outreach to funders and development of funding proposals.

Months 31-36 - WEBSITE/PORTAL MAINTENANCE PHASE 2 (6 MONTHS)

Website/Portal Continuous Improvement and Maintenance, including content creation via photography, videography, editing, webhosting and social media, plus support and staff training for balance of contract.

Continue to Build indicators section/page. Work with consortium partners to follow up on regional report card and use the website to communicate the regional vision and plan. Provide updated versions of the regional report card, utilizing data, data visualization, benchmarks, indicators and performance measures.

Provide support for grant renewal and/or leverage of funds, including work with evaluators to create online and hard copy data visualization and other reports as needed. Support efforts of Partnership in outreach to funders and development of funding proposals.

A Brief History

Content Creators is a company founded by journalists from South Florida's leading newspapers. Individually, we are writers, photographers and web designers with dozens of years experience covering poverty, education, criminal justice, immigration and other issues. Collectively we are a full service communications agency that loves to collaborate. Our clients find their vision in our work.

Our writers have won numerous state and national journalism awards for coverage ranging from criminal justice stories to overseas reporting. Tim Collie has lived and worked in Haiti and other Latin America countries. Our photographer and videographer, Andrew Innerarity, a native of Jamaica, grew up in Miami-Dade County, and has worked extensively in the Caribbean, Latin America and the Middle East. They have worked for Florida's major papers, including The Miami Herald, South Florida Sun-Sentinel, St. Petersburg Times and The Tampa Tribune. Our web designers, Antonio Torres and Corey Siegel, are South Florida natives and are well known in the Drupal designer community for their work on business and public policy websites.

Our endeavor was prompted by the demise of traditional media in South Florida. We asked a simple question: with severe cutbacks and layoffs at the major newspapers, who would cover the many nonprofits and other organizations that had been some of our most trusted sources? How would important issues like education, poverty, health and human services, the arts and environment and community and economic development get attention at a time when newspapers are shrinking but access to information exploding?

The answer: the sources of our stories would become the source of the storytelling. Our philosophy is that every organization's website should be their newspaper.

Mission Statement and Values

We speak the languages of South Florida. We understand its streets and communities. We have worked in Havana, Port-au-Prince, Managua and many of the other cities that have fostered Miami's best and brightest.

And we continue to chronicle their stories. We believe that design and implementation is only the first step in developing a website. Poorly constructed websites with sparse, outdated content plague a number of charitable organizations in South Florida. Our vision is to make these sites as unique, fresh and important as the missions they serve.

Services and Summary of Experience

We redesigned the website of the **Bob Graham Center for Public Service** at The University of Florida and now provide it with a regular diet of content. When former Senator Graham was named as co-chair on a presidential commission investigating the BP oil spill, we quickly created a special topic page and conducted interviews with environmentalists around the state. We also created a special video blog from a former Graham student who now works on the oil spill commission. We also designed a website devoted to single environmental issue,

the **Cross Florida Barge Canal**, developed around an award-winning history of the canal.

In Miami-Dade County we are working with **Children of Inmates**, writing stories for their website and building up their social media. For the **University Of Miami's Hussman Institute For Human Genomics**, we are currently designing a special website for their Genetics Awareness Project that will feature unique design elements and tri-lingual videos shot by the Content Creators' team. In Palm Beach County, we are developing a new website and original content for the **Guatemalan-Maya Center in Lake Worth**. That site will chronicle a unique population of Central American-born residents who speak more than a dozen different languages in a 10-mile radius. For **Women's Fund of Miami-Dade County**, we will be serving as communications consultants, working with them in all aspects of their online presence and external messaging. For **Concerned African Women** we are providing a secured online portal for us by their youth and parent outreach programs, as well as producing promotional videos and enhancing their website. For **The Community Foundation of Broward** we produce videos and are consulting on their annual report and other online projects.

THE CONTENT CREATORS TEAM



Content Creators Founder **Tim Collie** is a writer and editor who has been covering urban and foreign policy issues in the Sunshine State since the mid-1980s. He has written for The Detroit News, The Tampa Tribune, the South Florida Sun-Sentinel, Chicago Tribune, Newsday and Florida Health News, among other publications. He has worked extensively in South America, Europe, the Middle East and Asia. He is a former Freedom Forum Asian Studies Fellow, and most recently, the recipient of a Knight Digital Entrepreneur fellowship. He has won numerous state and national awards for his coverage of Latin America and the Caribbean, including an Overseas Press Club award in 2003 for a multi-media project on Haiti's environmental problems, "Haiti: The Eroding Nation."



Pulitzer Prize-winning photographer and video documentarian **Andrew Innerarity** has covered wars, political upheaval and natural disasters in more than a dozen countries in the Middle East, Latin America and Europe. A member of a team that won a Pulitzer for the Miami Herald, Innerarity's portfolio includes traditional photojournalism, video, portraiture and adventure travel assignments. His subjects range from opium farmers in Afghanistan's Oruzgan Province to U.S. presidential candidates and portraits of the U.S. Olympic hopefuls. His current professional emphasis is bringing his years of experience in photojournalism and stylized portraiture to digitized multimedia presentations mingling graphics, video and still imagery.



Managing Director **Jodie Knofsky** is a veteran non-profit administrator, with 15 years of experience in Miami-Dade County as an executive director, grant writer and administrator, fundraiser and service provider. She routinely reviews grants for local and state organizations including The

Children's Trust and the Florida Department of Education. She has a degree in Marketing from Michigan State University and worked for many years in marketing, public relations and communications both in Los Angeles and South Florida.



Corey Siegel is Content Creators lead designer. and at only 24 he has done more than most designers with significantly older careers. He has written for Smashing Magazine (most popular website for designers), partnered and opened his own design firm and has done projects for several very high end clients and record labels. He is considered a top level designer and specializes in the Drupal framework.



Antonio Torres has been programming since the age of 12 and many, many years later he is the co-owner of a successful endeavor specializing in delivering tailored websites built to scale. Antonio is very active in the open source community and is never short of ideas and vision.