

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS <i>OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, & 30</i>				1. REQUISITION NUMBER REQ-2200-15-0005		PAGE OF 1 8	
2. CONTRACT NO. CPSC-D-12-0005			3. AWARD/ EFFECTIVE DATE 05/11/2015		4. ORDER NUMBER 0004		5. SOLICITATION NUMBER
7. FOR SOLICITATION INFORMATION CALL:			a. NAME Patricia Folts		b. TELEPHONE NUMBER (No collect calls) (301) 504-7674		8. OFFER DUE DATE/LOCAL TIME
9. ISSUED BY CONSUMER PRODUCT SAFETY COMMISSION DIV OF PROCUREMENT SERVICES 4330 EAST WEST HWY ROOM 523 BETHESDA MD 20814			CODE FMPS	10. THIS ACQUISITION IS <input checked="" type="checkbox"/> UNRESTRICTED OR <input type="checkbox"/> SET ASIDE: % FOR:			
				<input type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS		<input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM <input type="checkbox"/> EDWOSB <input type="checkbox"/> 8(A)	
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE		12. DISCOUNT TERMS Net 30		<input type="checkbox"/> 13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)		13b. RATING	
15. DELIVER TO CONSUMER PRODUCT SAFETY COMMISSION OFFICE OF INFO & PUBLIC AFFAIRS 4330 EASTWEST HIGHWAY ROOM 519 BETHESDA MD 20814				16. ADMINISTERED BY CONSUMER PRODUCT SAFETY COMMISSION DIV OF PROCUREMENT SERVICES 4330 EAST WEST HWY ROOM 523 BETHESDA MD 20814			
17a. CONTRACTOR/OFFEROR WIDMEYER COMMUNICATIONS INC 1129 20TH ST NW STE 200 WASHINGTON DC 20036		CODE [REDACTED]		FACILITY CODE		18a. PAYMENT WILL BE MADE BY CPSC Accounts Payable Branch AMZ 160 P. O. Box 25710 Oklahoma City OK 73125	
TELEPHONE NO.				18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM			
<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER							
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES			21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
	DUNS Number: [REDACTED] Contracting Officer Representative: Ellyn Pollack 301-504-7597 EPOLLACK@CPSC.GOV Task Order 0004 to Delivery Contract CPSC-D-12-0005 is hereby issued to provide all labor, materials and expertise necessary to develop and implement a multi-media information and education campaign as indicated in the attached Performance Work Statement, the contractor's GSA schedule and the attached <i>(Use Reverse and/or Attach Additional Sheets as Necessary)</i>						
25. ACCOUNTING AND APPROPRIATION DATA 0100A15DSE-2015-4479000000-CM00001600-252H0						26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$551,820.00	
<input type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3 AND 52.212-5 ARE ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED. <input type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED.							
<input type="checkbox"/> 28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.				<input type="checkbox"/> 29. AWARD OF CONTRACT: _____ OFFER DATED _____ YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: _____			
30a. SIGNATURE OF OFFEROR/CONTRACTOR				31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER) 			
30b. NAME AND TITLE OF SIGNER (Type or print)		30c. DATE SIGNED		31b. NAME OF CONTRACTING OFFICER (Type or print) Rudi M. Johnson		31c. DATE SIGNED 05/12/15	

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
0001	technical and pricing proposal dated March 7, 2015. Period of Performance: May 11, 2015 - September 9, 2015 Multi-media Information and Education Campaign	1	EA	551,820.00	551,820.00

32a. QUANTITY IN COLUMN 21 HAS BEEN

RECEIVED
 INSPECTED
 ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
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32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE	

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
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38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
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41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT		42a. RECEIVED BY (<i>Print</i>)	
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER		41c. DATE	
		42c. DATE REC'D (YY/MM/DD)	42d. TOTAL CONTAINERS

Performance Work Statement

1. Independently and not as an agent of the government, the Contractor shall develop and implement a multi-media information and education campaign for the general public, the pool and spa safety community, owners and operators, manufacturers, retailers, service providers, state and local entities, and pool and spa-related associations and organizations. Campaign-related improvements shall be made as described in this Task Order 4. The *Pool Safely* campaign's already developed brand and logo will be used on all materials and messages.
 - a. Five days after the award, the Contractor shall present a Program Management Plan (PMP) to the Contracting Officer's Representative (COR). The PMP will outline the Contractor's detailed methodology and approach for meeting the requirements set forth in this Task Order 4 Performance Work Statement, specifically the deliverables for Task Order 4. The PMP will be incorporated into Task Order 4.

The PMP shall serve as a blueprint for the campaign and the implementation of the campaign during the period of Task Order 4 performance.

Due to the season, plans for a spring launch event with the CPSC Chairman and other officials are underway. Other swim season events are also being planned and include broad partner participation in swim and safety-related programs. Currently planned events are:

- *Pool Safely 2015* Launch Event
- World's Largest Swimming Lesson, and
- *Pool Safely* Pledge Week.

With respect to these currently planned events, the Contractor shall assist with implementation and coordination, and shall fully participate and support the events, all as requested by the COR in writing. Contractor's responsibilities relating to these currently planned events may require travel.

In addition, during the period of performance of this Task Order 4, the Contractor shall propose to the COR several new events focused on swim safety that would involve significant and expanded partner participation, that would utilize related CPSC materials and that would communicate CPSC's swim safety message to broad communities. Should the CPSC decide to proceed with any such proposed new event, the Contractor shall assist with planning, implementation and coordination of such new events, and shall

fully participate and support the events, all as requested by the COR in writing. Contractor's responsibilities relating to these new events may require travel.

Because the award date will coincide with the early pool and spa season, time is of the essence and the Contractor shall begin performing its obligations as set forth in this Task Order 4 (which will incorporate the PMP) within one (1) business day after the Contractor receives the COR's written approval of the PMP.

- b. The PMP should provide for monthly meetings between the Contractor and the CPSC Campaign Leader/COR to review the Contractor's performance of its obligations set out in this Task Order 4, progress on the campaign and such other topics as the COR shall designate.
- c. The Contractor shall plan for, create and take advantage of opportunities for increasing the significance and effectiveness of the campaign. Specifically, the Contractor shall place at least three letters to the editor from the Chairman in newspapers covering cities and/or towns where child drownings have taken place; coordinate with the COR to sign up a minimum of 10,000 new Pledge takers during the period of performance of this task; and share approved *Pool Safely* materials with partners and other government and non-government organizations.
- d. The Contractor shall track and report on traditional media and social media coverage, including Twitter, blogs, and YouTube, as well as usage of the campaign's materials. To that end, the Contractor shall report the following information to the COR no less frequently than monthly and no later than the 10th calendar day of the month:
 - placement and viewership numbers for each specific media utilized by Contractor, and
 - analysis of the impact of the campaign.
- e. As set out in the PMP, the Contractor shall distribute all Public Service Announcements (PSAs) electronic and print nationwide, with an emphasis on the campaign's target states (those with the highest incidents of child drownings in pools and spas). Contractor shall place print PSAs at municipal transit, shopping or other locations simultaneously in at least five pre-approved cities, as specified in the PMP.
- f. The Contractor shall identify and arrange (i) at least three radio, television, print interview opportunities for the CPSC Chairman or other key officials and (ii) at least one

meeting with campaign stakeholders, all as approved by the COR. These interviews and meetings may require the Contractor to coordinate with campaign partners or develop new partners.

- g. The Contractor shall arrange for the Chairman or designated officials to participate in at least three press events, Satellite Media Tours or Radio Media Tours. Such events shall occur on dates and address the topics as agreed upon by the COR. Coordinating partner participation for any of these events must be pre-approved by the COR. *Pool Safely*'s list of partners can be found here: <http://www.poolsafely.gov/partner-organizations/meet-our-partners/>
- h. The Contractor shall manage partner relations for the campaign. This will include enlisting organizations with expertise in water and children's safety, and others with related interests, to join the campaign as partners so they may use *Pool Safely* materials and expand the messaging to target communities. Contractor shall enlist at least three new partners at the Campaign Safety Partner level during the performance period. This will include managing partner applications, Memoranda of Understanding (MOUs), as well as keeping partner lists and web information updated, and sharing social media and other information to the wider community. For each potential partner who would execute an MOU with CPSC, the Contractor shall compile background information (consisting of verified factual information about the potential partner organization) and shall provide this information to the COR along with the MOU as executed by the potential partner. All such MOUs are subject to approval of the COR after clearance of any legal or ethical issues. The Contractor's role with respect to MOUs shall be purely administrative. The Contractor is not authorized to negotiate the terms of MOUs on behalf of CPSC, and shall not add to delete from or otherwise alter the CPSC-approved MOU template in any way without prior written approval from CPSC.
- i. The Contractor shall coordinate with the COR and receive pre-approval on all social media postings, which shall comply with applicable CPSC requirements.
- j. The Contractor shall track partner activities where a partner disseminates *Pool Safely* materials and promote the *Pool Safely* message, including web posting, social media mentions, and community events. Contractor shall deliver to the COR at least monthly statistics regarding the number of web postings by partners of *Pool Safely* materials and the number of social media mentions, and a description of community events, including number of participants. Reports shall be delivered to the COR on or before the 10th calendar day of the month. Contractor shall maintain and build upon existing partner relationships, participate in events, and use materials for the benefit of the public. The

Contractor shall assist in building subscriptions to the *Pool Safely* listserv by including subscription information in messages to partners and potential partners.

- k. The Contractor shall use existing materials used in the advertising campaign and for media outreach, including, but not limited to, PSAs (TV, radio and print), transportation signs, online ads and other materials, as needed. Contractor shall use existing content when responding to an inquiry, drafting new material (e.g., letter to the editor) or preparing talking points. Contractor shall review (monthly) and update (as needed) all print and electronic *Pool Safely* campaign materials. CPSC will continue to disseminate all materials free of charge to its partners and other interested parties that participate in events.
- l. The Contractor shall maintain electronic materials, including downloadable items, and shall draft and post approved content from the COR to PoolSafely.gov on a daily and weekly basis; draft *Pool Safely* listserv messages, which are disseminated by the COR; and draft and post approved social media content. All written materials and communications (regardless of form) relating to the Pool Safely campaign require prior written approval from the COR. All materials developed and produced for this Task Order 4 will be delivered to the COR within two working days of request from the COR, or within three weeks of the completion of Task Order 4.
- m. The Contractor shall assist CPSC in the development of new materials and communications tools, which shall conform to the *Pool Safely* brand and requirements of the P&SS Act and be subject to approval of the COR. In accordance with this requirement, the Contractor shall write, develop and record a *Pool Safely* song, which shall be delivered to CPSC on or before the date specified by the COR. Contractor shall develop a dissemination plan for the song, and implement the plan after it is approved by the COR. Contractor shall convey or cause to be conveyed to CPSC, promptly after completion of the song, all rights with respect to the song in accordance with the Federal Acquisition Regulation (FAR).
- n. The Contractor shall work with *Pool Safely* partners to create and support at least six national, regional and local events, promoting these through all media channels.
- o. The Contractor shall make phone calls, send emails and/or tweet with the goal of generating support from at least two celebrities, athletes, government officials or high-profile individuals who agree to support the campaign through social media or traditional media. The Contractor shall seek pre-approval from the COR before communicating with such individuals.

- p. Special focus shall be given to minority outreach. Contractor shall plan and execute at least one event during the term of this Task Order 4 in support of CPSC's community outreach resources team and their pilot project in Ohio. The event shall be attended by at least 10 children and shall provide drowning prevention and water safety information to parents and caregivers of the children participating in the event
- q. Continue to develop and expand the Call to Action *Take the Pledge* campaign. Increase visibility and participation among partners and constituents by secure at least 10,000 additional pledges during the performance period in this Task Order 4.
- r. All printed and electronic materials shall be submitted to the COR for written approval prior to release. The Contractor shall address and implement all CPSC recommended changes and/or suggestions.

2. Translation Services

Within three business days after receiving the English version of materials relating to the subject of this Task Order 4 (which may include press releases, brochures or other written materials), the Contractor shall translate an estimated 25% of such materials into Spanish. The remaining portion of such materials shall be translated within 1 week after receiving the English version and submitted to CPSC for approval. The Contractor shall disseminate, promptly following approval from CPSC, all such materials to key Spanish language radio and television programs, websites and at community events. Contractor shall provide a Spanish-speaking spokesperson, approved by COR, for interviews on *Pool Safely*.

3. Reporting Requirements

Reporting requirements shall be as indicated in paragraph 8 of the contract.

4. Task Order 0004 Deliverables

The following items shall be delivered by the Contractor to CPSC as set forth in this Task Order 4:

- a. Project Management Plan (section 1.a)
- b. Proposed new swim safety events (section 1.a)
- c. Letters to the editor (section 1.c)
- d. New pledges (section 1.c, q)
- e. Monthly Tracking and Reporting (section 1.d)
 - 1) Traditional and Social media coverage

- 2) Placement and viewership numbers for each specific media utilized by Contractor
 - 3) Analysis of the impact of the campaign
- f. Distribution of all PSAs electronic and print nationwide (section 1.e)
 - g. Arrangements for radio, television, print interviews and meetings with campaign stakeholders(section 1.f)
 - h. Arrangements for participation in at least three press events, Satellite Media Tours or Radio Media Tours (section 1.g).
 - i. Monthly statistics regarding specified communications and pool safety activities by partners (section 1.j)
 - j. Updated materials (section 1.k)
 - k. Daily and weekly updates of electronic materials to website (section 1.l)
 - l. Written materials and communications to COR for approval (section 1.l)
 - m. Write, develop, record and disseminate Pool Safely song (section 1.m)
 - n. Creation and support of at least six (6) national, regional and local events (section 1.n)
 - o. Event attended by at least ten children (section 1.p)
 - p. Actions to expand *Take the Pledge* campaign (section 1.q)
 - q. Translated documents and Spanish-speaking spokesperson (section 2)

5. Period of Performance

Performance of work shall begin on the effective date (Block 31c of SF-1449) of this Task Order and shall not extend beyond September 8, 2015.

6. Performance Objectives / Threshold

All services shall comply with the Virginia Graeme Baker Pool and Spa Safety Act (see <http://www.poolsafely.gov/pool-spa-safety-act/>), the base contract, and this Performance Work Statement (which incorporates the PMP). The Contractor shall comply with this criteria 100% of the time. The threshold is either pass or failed.

A National Public Relations Campaign for
Pool Safely Summer 2015



Technical and Pricing Proposals, Second Revision

Solicitation # CPSC-D-12-0005, Task Order 0004

May 7, 2015

In Support of:
The U.S. Consumer Product Safety Commission's *Pool Safely* Campaign



Submitted by:
Widmeyer Communications

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Ramping up for *Pool Safely* Summer Number Six

In building out the summer plan for the sixth summer of *Pool Safely* campaign, we've looked back and looked forward. Looking back, we've considered those elements of the campaign that have worked best, to ensure we fine tune our efforts further improving on our past work. We've also looked forward to identify potential new ideas and concepts never considered that we believe will make the campaign stronger and more valuable to families everywhere.

This proposal has the benefit of our past experience. For example:

- We've learned from our past participation in World's Largest Swimming Events (WLSL) that the organization, visuals and record-setting scenario create a great news hook for us to capitalize on. For that reason, we are recommending expanding our participation to two WLSL events this year.
- We know from managing past summer kickoff events that the "start of summer" news hook works well to get media to cover the story (through an SMT or RMT, for example), but they are less likely to participate in events in-person. The kickoff needs to have other benefits for include in the plan an in-person event for the Chairman. That's why we're recommending a Capitol Hill event and RMT that will allow us to connect with Rep. Debbie Wasserman Schultz, reach important Hill audiences and participate with a local partner. It also provides CPR lessons as a visual for photojournalists.
- Because we've been working with the members of Families United to Prevent Drowning since the group's inception and we've heard their compelling personal stories, we're recommending that we allow them to take a more active role as campaign spokespersons. We will work to pitch their individual stories to local, regional and national media.

And as we've done each year, we have utilized fresh thinking to develop concepts that help make the campaign new each year. For example:

- This summer we'll roll out the *Pool Safely* App for the first time, and execute a marketing plan to get it into the hands of 7-14 year-old children.
- This summer will also include the debut of the new *Pool Safely* Song for kids, providing an additional channel for our safety messages to 3-6 year-old children.
- We're expanding our target states for the first time to the state of Ohio, to support CPSC's coordinated outreach in that state.
- To address this year's unique challenge with the Spanish-language spokesperson, we have identified for the first time an external Spanish-language spokesperson for the campaign.

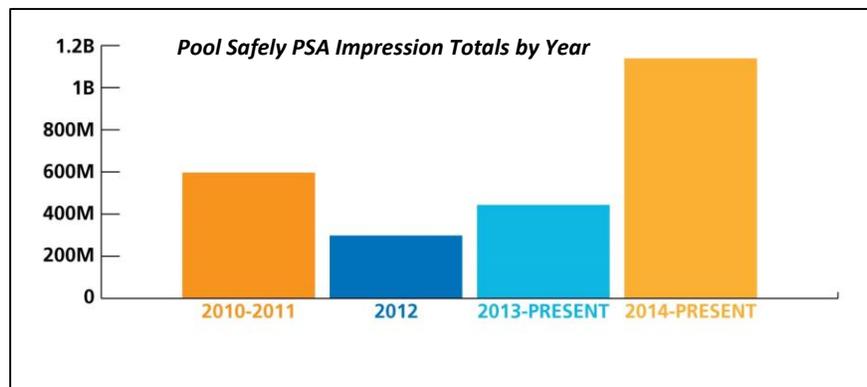
Throughout this proposal we provide the thoughtful reflection on the past campaigns, and our inventive thinking on the campaign ahead. We're honored to be collaborating with CPSC on this campaign and we look forward to working with you to finalize this plan, to make this swimming season the biggest one yet for the campaign.

Opportunities for Improvement

In each campaign plan we have developed for *Pool Safely*, we have identified opportunities for improvement in the campaign. For example, for the 2014-2015 campaign we specified four of the most promising areas for improvement and our recommendations to address them. Three of the four recommendations were executed during the campaign year with excellent outcomes. We intend to continue to work to incorporate these successful strategies into our plan for this year, for those elements of the campaign under our responsibility. Below is a review of last year's recommendations for the current campaign, with the status of each. We will continue to support implementation of similar recommendations for the summer 2015 plan.

Recommendation One for 2014-2015: Deliver PSAs earlier in the summer, and in 60-second formats

- *Completed.* In 2014, we negotiated with our PSA distributor to send out the PSAs earlier than any other year of the *Pool Safely* campaign. Digital distribution was completed in late April (two months ahead of the previous year), with hard-copy TV and radio PSAs received around May 2, almost two months ahead of last year's distribution. In addition, we worked with our Widmeyer video editing team to develop revised 60-second as well as 15-second PSAs. As a result, the 2014 PSA distribution generated more than 2.5 times more impressions than the 2013 campaign.



We increased the distribution by more than 2.5 times from the previous year without increasing distribution costs, by developing 60-second and 15-second formats and working to distribute the PSAs earlier in the summer.

Recommendation Two for 2014-2015: Develop a meaningful additional call to action for the campaign

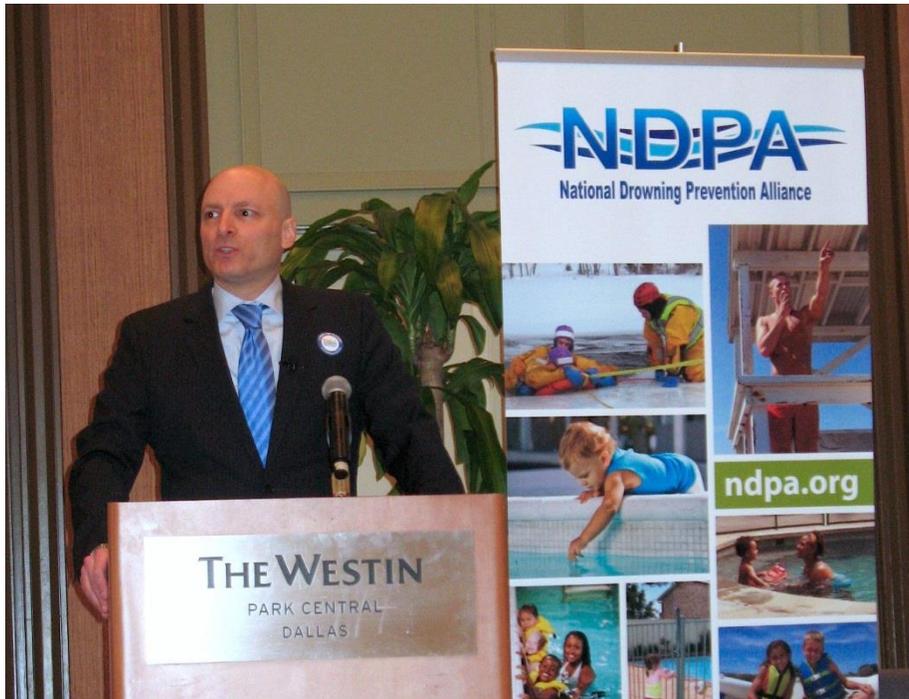
- *Completed.* We developed the *Pool Safely* Pledge for children and adults, to reinforce the safety steps in new way that also emphasizes and encourages follow-through, changing behavior by pledging to do so. We developed English and Spanish-language versions, as well as both online and print versions of the Pledge. We encouraged the public and our partners to take the Pledge through social media, earned media, campaign events, conferences and partner outreach. In less than a year, we have more than 10,000 Pledge takers and counting.



Among the 10,000 Pool Safely Pledge takers were, from left to right, Katie Leddecky, Maddy Crippen, Rep. Debbie Wasserman Schultz, Janet Evans and CPSC Chairman Elliot Kaye.

Recommendation Three for 2014-2015: Continued involvement from the CPSC Chairman

- *Completed.* Chairman Kaye’s direct participation in the campaign helped improve the visibility and the success of the campaign. Through his in-person meeting with the Families United to Prevent Drowning, his keynote speech at the National Drowning Prevention Alliance Educational Conference, his meeting with Olympian Katie Ledecky at the campaign kickoff event, his support of the *Pool Safely* Pledge, and by reiterating his commitment that the campaign will continue to deliver results through opportunities such as the Rio Olympics, his support during his brief time as Chairman has been paramount to the campaign’s success.



Chairman Elliot Kaye’s participation at the National Drowning Prevention Alliance Educational Conference has been a key factor in getting additional participation from partners in the campaign, especially Families United to Prevent Drowning, whom he met with personally.

Recommendation Four for 2014-2015: Integrating Facebook into the campaign

- *Not Completed.* We would continue to welcome the opportunity to be of assistance in an internal review of CPSC’s current policy preventing the use of Facebook for the *Pool Safely* campaign.

Summer 2015

For the 2015 campaign extension, we have identified three opportunities for improvement of the campaign, and summarize our plans to execute these below. We have provided additional details later in this proposal.

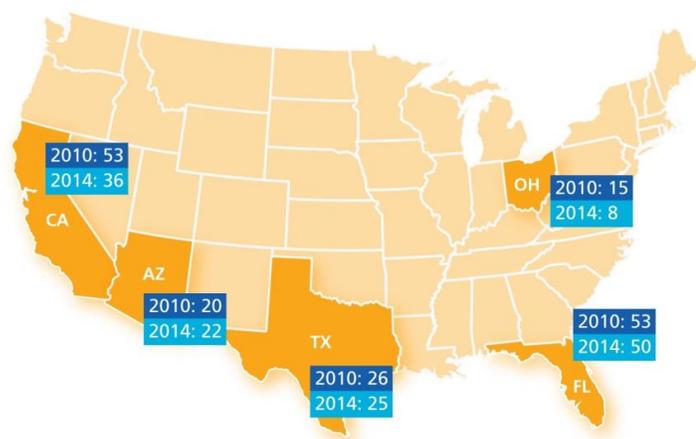
Recommendation One for Summer 2015: Deliver the safety messages to young children in a new and compelling way

- *Already Underway.* We are currently working with our Nashville and New York Widmeyer teams to execute negotiations with a songwriter to develop a *Pool Safely* Song for kids in 2015. The song would outline the safety steps that children need to take to be safe in the water. We have also developed a plan to promote this song to young children and their parents.
- In addition, in May 2015 we will launch the *Pool Safely* app for iPhone and Android device. An evolution of the long time *Pool Safely* characters Splish and Splash, the app will reach new audiences and engage elementary school aged children with a fun game that also teaches them water safety. The app will be posted to the iTunes and Google Play store and will be pushed out to our partners and key audiences with a customized QR code that leads them straight to a page on PoolSafely.gov where they can download the game for their device.

Recommendation Two for Summer 2015: Expansion of the campaign target states from four to five, including Ohio

- *Proposed.* Each year we have focused additional resources for more earned media, partnership outreach and PSA distribution in the campaign’s target states of California, Arizona, Texas and Florida. This year we recommend including Ohio as a state for this additional focus. We will coordinate with the CPSC’s Multicultural Outreach team and their effort to conduct outreach to minority and disadvantaged communities in Ohio.

U.S. Drownings 2010 and 2014



Addressing New Campaign Elements This Summer

As part of our summer 2015 plan, we’ve developed the following new campaign elements for consideration by CPSC, to expand our capabilities and the exposure for the campaign this summer.

Ohio Multi-Cultural Outreach

By adding Ohio as a target state, we will expand our materials distribution, events and PSA distribution campaign activities into this market. These expanded activities in Ohio will also include:

- Increased outreach in Cleveland, Columbus and Cincinnati, Ohio markets for earned media opportunities as part of our larger outreach plans during media opportunities throughout the summer. Outreach would include local television, radio, and print media including both editorial and news contacts. We would work to identify local news sources to collaborate with *Pool Safely* spokespersons.
- World’s Largest Swimming Lesson event in conjunction with The Josh Project in Toledo, Ohio.

- Greater focus of out-of-home print PSA distribution in Ohio markets.

Pool Safely Song

Last year, you challenged us to think differently and creatively about promotion of the *Pool Safely* campaign. One of the compelling ideas that came out of that brainstorm was the creation of a *Pool Safely* song. As we've seen from our colleagues at Kids Alive, Do the Five in Australia, a well-written, well-choreographed children's song can be a powerful outreach tool.

We have engaged with children's songwriter and performer Laurie Berkner to write and record a *Pool Safely* song. With CPSC's guidance, we will conduct a public launch of Laurie's song in July to coincide with Pledge Week.

The timeline for creating and recording the song is as follows:

- *Tuesday, April 28:* Widmeyer Communications provides Laurie additional information, including language, priority phrases and supporting materials (*completed*)
- *Wednesday, May 6th:* Laurie delivers first version of lyrics to Widmeyer Communications
- *Friday, May 15th:* Widmeyer Communications sends first round of edits to Laurie
- *Monday, June 1:* Laurie delivers second version of lyrics to Widmeyer Communications
- *Close of business Monday, June 8:* Widmeyer Communications sends final edits to Laurie
- *Friday, June 12th:* Laurie delivers final version of lyrics and recorded song to Widmeyer Communications (Demo)
- *Week of June 15th:* Laurie begins recording.
- *Friday, June 19th:* No additional edits to lyrics after this time
- *Week of June 22nd:* Laurie records with everyone and mixes masters
- *Wednesday, July 1:* Final, master song files due to Widmeyer Communications/CPSC by close of business



The Pool Safely song will target children ages 3-6.

In addition to writing and recording the song, Laurie will also promote the song to her fan base. She will post the song to the Laurie Berkner Band website and promote the song with at least three social media posts during the summer months. Working with our Widmeyer colleagues in the Nashville office, we will work to have the song posted in the iTunes and Google Play as free downloads.

Our colleagues who conduct song marketing have counseled that we will lose a lot of marketability if the song doesn't have accompanying video. We encourage CPSC to consider earmarking funding to create a video to accompany the song. A video, which could feature Laurie Berkner playing the song and possibly showing graphics or accompanying hand motions/choreography, will be especially appealing to young children, who usually consume entertainment and educational information today through video (on tablets, televisions, DVDs, laptops or smart phones). The video will be produced following the completion of the song. We have included a budget for development of the video following the song development.

The song audio (and video when it is developed) would be posted online both on the *Pool Safely* and Laurie Berkner Band websites, posted to the *Pool Safely* YouTube Channel and promoted to partners, through earned and social media. In addition, parents will be encouraged to upload their own videos of themselves and their children dancing to the *Pool Safely* song to social media channels (including, but not limited to, Twitter, Facebook, Instagram and YouTube). We will also work with our *Pool Safely* partners to distribute the song to their audiences using similar materials as our Pledge promotion. For example, we might use a postcard with a URL which leads to a dedicated page on PoolSafely.gov for a free download (in both Apple and Android formats), and audio/video CDs of the song. In addition, we recommend that CPSC work with GPO to produce a limited number of hard-copy CDs for distribution to partners who do not have access to the song online. As part of our earned media efforts for the campaign, we will incorporate the song into all of our outreach, especially to radio and television stations.

Project Management, Administration and Reporting

Project Management

Widmeyer will present a Project Management Plan (PMP) to the Contracting Officer's Representative (COR) five days after the award of the task order.

We will continue to leverage the *Pool Safely* digital dashboard to report campaign metrics to the COR and CPSC. Widmeyer will update the dashboard on both an ongoing and monthly basis, and will continue to ensure the dashboard accompanies the monthly report.

The dashboard will continue to track the same metrics it has tracked throughout the 2014-2015 campaign year, including:

- Pledge count
- PSA airings, impressions and value
- Earned media impressions
- Social media metrics (Twitter, YouTube)
- Website performance
- Any paid advertising

In addition, we will track the following items, which were specifically mentioned in Task Order 0004:

- Usage of the campaign's materials
- Partner events using campaign materials
- Approximate number of partner event attendees

With Google Analytics in place on PoolSafely.gov, we not only have the capability of understanding how many visitors it gets, but also by drilling down we can see where they came from. This feature on Google Analytics is known as referral data and it will help us identify the partners that are promoting our message and brand by linking to our website.

We will use social media reporting platforms that will allow us to keep track of the conversation volume and the sentiment of mentions about *Pool Safely* and drowning prevention at large. These platforms can flag all mentions of the search queries we enter, allowing us to gain a great overview of what our partners are saying and how they are promoting the *Pool Safely* message.

Brand adherence

The carefully researched, conceived and implemented brand for the *Pool Safely* campaign had many branded elements. Any new materials development during the extended contract months, including online assets, PSAs, etc., will be developed using the *Pool Safely* branding guidelines and will be approved by the COR. All printed and electronic materials will be submitted to the COR for written approval prior to release.

Meetings with COR

We will conduct regular planning, check-in and follow-up meetings with the appropriate CPSC staff. Our team lead will be in constant communication with the COR. Team check-in meetings with the COR will occur weekly, with meetings once a month being held in-person. The agenda for these meetings will include: a review of existing efforts; discussion of pending activity; planning for future events; resource creation; and outreach and related campaign elements. Relevant Widmeyer team members will participate in all meetings and events, including the project manager and relevant deputies and staff for the activities to be discussed.

In addition, a weekly call will take place between the digital team and the COR to discuss website updates, updates regarding the *Pool Safely* Apple and Android app and other digital-related issues.

Continuing the Push with the *Pool Safely* Pledge

In the summer of 2014 we launched the *Pool Safely* Pledge in English and Spanish, for kids and adults. We incorporated the Pledge into almost all *Pool Safely* activities – earned media, events, partner engagement, social media and website development. In its first year we had significant success with the Pledge, and strong use of the Pledge by our partners, with more than 10,000 Pledges taken in its first year.

In year two, we have been asked by CPSC to triple the rate of Pledge-taking by adding 10,000 new pledge takers in four months. In addition, we face a new challenge: reminding Pledge-takers that the Pledge is an annual event. Our current Pledge-takers might assume they've already "checked the box" for the *Pool Safely* Pledge and don't need to take it again in 2015. The risk is that our annual Pledge numbers could go down because most Pledgers from last year will assume they shouldn't take the Pledge again. To prevent this, we will use specific messages to remind them of the importance of taking the Pledge annually:

- Take the Pledge each year to recommit yourself to *Pool Safely*
- You took the Pledge last year, but this Pledge is a commitment for every swimming season.

- Take the Pledge in 2015 to commit yourself to staying safe this swimming season.

To work toward this goal, CPSC needs to buttress our partner and earned media activities with advertising options. Advertising using pay-per-click, similar to how we promoted the Pledge at its launch last year, will provide us with an opportunity to reach a larger number of people in a short period of time. We are increasing our pay-per-click budget by 50 percent from 2014. In addition to an increased advertising spend, we will also create targeted ads for holiday weekends such as Memorial Day, July 4th and Labor Day.

We also recommend continuing Pledge engagement activities from last year, including:

- Promoting the Pledge at all *Pool Safely* events
- Encouraging partners to promote the Pledge at their events
- Promoting the Pledge via social media channels
- Incorporating Pledge messaging into earned media opportunities
- Ensuring that proper quantities of Pledge fliers, hard copy Pledge cards and stickers remain in inventory and working with the COR on re-ordering needs.

In addition, we will review the Pledge pages and test possible changes to make help encourage conversion rates. This would include testing the removal of barriers for users to complete the Pledge such a required name or zip code.

Summer Events

2015 Kickoff - A Local, Grassroots Approach to Launching a National Campaign

To kick off the 2015 summer swim season, we propose a DC-based event that would involve CPSC leadership, Members of Congress and partners.

We recommend holding a briefing and CPR Party on Capitol Hill with Congressional staff. We would ask Rep. Wasserman Schultz to send out a Dear Colleague encouraging all staff to attend and specifically targeting office safety coordinators (each Congressional office has a designated safety coordinator). The event would kick off with opening remarks by the Chairman and Rep. Wasserman Schultz, focusing on VGB, water safety, the importance of learning bystander CPR, and the disparities in child drownings. After their brief remarks, Laura Metro, our new CSP who is the founder and president of CPR Parties (formerly the C.L.A.Y. Foundation), would conduct a one-hour CPR Party for the staff in attendance.

During the CPR Party, the Chairman and Rep. Wasserman Schultz could participate in the training, observe the training, or go on mini-Hill visits to Members in our target states to update them on the drowning statistics and ask them to take specific steps to share the campaign's summer water safety messages. Alternatively, depending on schedules, the Chairman could also present at both the Republican and Democrat weekly Caucus meetings on the importance of summer water safety and how Members can help.

To encourage additional follow-up activities, we will develop a one-pager with ideas for Members and staff that can be delivered in Hill visits or to attendees at the event, including:

- Write and place an in-district op-ed;
- Include messages and materials in their summer town hall meetings, newsletters and email lists;

- Promote the campaign through their social media channels;
- Give a one-minute speech; and
- Connect with campaign partners in their congressional districts and states for future events.

We propose that this event take place the morning of Thursday, May 21, pending schedules and room availability. We would pitch the event to DC-based media, focusing on the lifestyle reporters for Capitol Hill publications and photographers. We would hire a photographer to shoot photos we can share on our social media platforms and in the newsletter.

Since Laura is one of the only DC-based partners, this would enable us to highlight her new foundation, CPR Parties, and also our water safety messaging. There would be a table in the room with *Pool Safely* materials and we would ask each staffer who attended to sign the Pledge. Area partner Alan Korn with Families United would also be invited to attend, and would be asked to help encourage Hill staff participation.

We also propose the following additional events during the week of May 18th:

- One hour RMT with the Chairman and/or Rep. Wasserman Schultz, focusing on target states. The Chairman and Congresswoman could do the RMT in separate locations or the Chairman could participate from the Congresswoman's office.
- Provide booth staffing for NIH Safety Stand Down Day May 20 from 10 a.m. to 1 p.m. We have done this in the past and have been invited to do so again this year.
- Have a *Pool Safely* representative attend the DC Parks & Rec Summer Kick-off the morning of May 22nd, as we have previously. As in years past, this person would be recognized as a representative of the *Pool Safely* campaign, but would not deliver remarks.

World's Largest Swimming Lesson: Thursday, June 18, 2015

Since the campaign is a longtime supporter of the World's Largest Swimming Lesson (WLSL), created and sponsored by our Campaign Safety Partner (CSP) the World Waterpark Association, we recommend pursuing two different options for participating in the event again this summer. Based on our success at the WLSL in past years incorporating the CPSC Chairman and/or CPSC commissioners, as well as a prominent CSP or CSL partner organization, both recommendations include CPSC leadership and a *Pool Safely* partner.

- *Pool Safely/ The Josh Project WLSL in Toledo, OH* – Our top suggestion for this year's WLSL event is to participate in a joint WLSL with our CSP, the Josh Project. The Josh Project, led by Wanda Butts and her daughter, Tankeeya, is headquartered in Toledo, OH. While Toledo is not one of the three target Ohio markets in which CPSC's Ohio Initiative will be focused this summer, it would still be an important market in which to promote our water safety efforts (in large part due to its large African American population, the 5th largest in Ohio). In addition to inviting one of the CPSC Commissioners (since CPSC has informed us that Chairman Kaye cannot attend), we would work with the Butts family to engage the Toledo mayor, Paula Hicks-Hudson, to participate. She is strongly focused on water safety efforts among the area's African Americans (her grandkids even take swimming lessons from The Josh Project's "learn to swim" program).

The WLSL event could be held at a public pool in Toledo, and Widmeyer would work with the Josh Project and Mayor Hicks-Hudson's office to finalize logistics for working with a particular facility. The CPSC commissioner who attends and Mayor Hicks-Hudson could kick off the event by providing

remarks to the children participating in the lesson (and their parents who may be there) about the importance of water safety, particularly learning to swim. Following the actual swimming lesson portion, participants (and their parents, if in attendance) can take the *Pool Safely* Pledge, which will highlight their new swimming and water safety skills. The commissioner, the mayor and Wanda and/or Tankeeya Butts could recite the Pledge along with the children and help them sign the Pledge at the event. In addition to the Pledge, we will offer campaign educational materials at the WLSL for kids and their parents. We will also promote the event with local Toledo area print and broadcast media, including a pitch to the *Toledo Blade* editorial board for a meeting with the Commissioner and Wanda. We will promote the event on both the *Pool Safely* home page carousel and the Twitter feed.

- *DC Area WLSL Event* – In addition to partnering with The Josh Project for an Ohio-based WLSL event, similar to our successful 2014 WLSL event, we recommend working with a local DC-area pool facility that is also a campaign partner, such as the Rollingcrest-Chillum Pool in Hyattsville, MD. Along with Chairman Kaye, we would collaborate with CPSC to invite Olympic swimmer Maddy Crippen, who was a great asset to the event last year. (We will forego inviting Katie in anticipation that our only “ask” from her will be related to the Rio Olympics.) Maddy would help the Chairman provide the children with water safety tips before the lesson begins, and then be in the water with the kids during the lesson. Both she and the Chairman would have the opportunity to be involved in local media interviews and photo opportunities.

Similar to the Toledo WLSL event, following the actual swimming lesson, participants (and their parents, again, if in attendance) can take the *Pool Safely* Pledge. The Chairman and Maddy could recite the Pledge along with the children, and help them sign the Pledge at the event. Our recommendations involving social media, providing educational materials and local media outreach would remain the same as well. For both events, we would work closely with our hosting partners to ensure that at least 10 children attend and participate in the swim lesson.

Pool Safely Pledge Week

Given the success of last year’s *Pool Safely* Pledge Week, Widmeyer would again recommend executing a similar week. The purpose of the week, which we propose occur toward the end of July (July 27-31, 2015), is to have as many partners as possible encourage their constituents to sign the *Pool Safely* Pledge. However this year we recommend the campaign also participate in an in-person event in the target state of Arizona, where we would officially launch the *Pool Safely* song.

As we have in the past, we will develop a one-pager outlining specific activities for *Pool Safely* Pledge Week for our partners to consider and conduct outreach to encourage participation by partners and allies. We will also promote the free materials kits available to order through CPSC that can be used during these local events. We will encourage waterparks, swim schools, local Y locations, municipalities, local organizations and others to plan and conduct their own events on one or more days during the week. We will promote participation in advance and help publicize confirmed participants in the weeks leading up to the week.

We will also host a #PSPledgeWeek Twitter chat (with partner co-hosts) during the week, as we have successfully done in previous years (last year’s chat which we hosted along with Colin’s Hope and the California Pool and Spa Association reached nearly 97,000 Twitter accounts and generated more than 1 million impressions). The Twitter chat will focus on water safety and taking the *Pool Safely* Pledge.

Our *Pool Safely* Pledge Week event will be in coordination with Phoenix Children’s Hospital, a *Pool Safely* Campaign Safety Leader. The hospital is planning a large event on July 29, which will be the kickoff of [Drowning Impact Awareness Month](#) with a press conference at the hospital. They’ll be focusing on real-life stories in their presentation. They will also be referencing a new initiative from the hospital and the City of Phoenix Water Safety Taskforce focused on low income children and their parents, as well as education efforts aimed at Arizona’s large Spanish-speaking population. Chairman Kaye, or a CPSC Commissioner he designates, will announce the nationwide efforts being conducted by campaign partners for *Pool Safely* Pledge week and also announce the launch of the *Pool Safely* song. Following the press conference the Chairman and a representative of Phoenix Children’s Hospital will meet with the *Arizona Republic* editorial board.

In addition to the *Pool Safely* song recommendations already mentioned, we suggest conducting a Satellite Media Tour to promote the song. Pending discussions with the COR, we believe the SMT should highlight Chairman Kaye, Laurie Berkner and/or a family foundation spokesperson who can speak about the need for children to be educated on drowning prevention.

Trade Shows and Conferences

While trade shows and conferences play an important role in the *Pool Safely* campaign, there are none scheduled to take place during the contract extension time period. However, as part of campaign planning beyond September 2015, we will begin preparing for the fall trade show season. We will complete the paperwork to reserve booth space and work to secure speaking opportunities at conferences in anticipation of the *Pool Safely* campaign continuing in the fall. Because these events will occur beyond this contract extension, we recommend CPSC pay deposits for booth space for these events, and which we can facilitate.

We recommend *Pool Safely* attend the following trade shows and conferences in fall 2014/early 2015:

- *World Aquatic Health Conference*: October 7-9, 2015; Scottsdale, Arizona – Due to the window regarding requests for speakers, we have already secured a speaking opportunity for the COR at this conference. The time has been held, with speaking topic to be determined in the future.
- *Pool, Spa and Patio Expo*: November 10-12, 2015; Las Vegas, Nevada
- *REALTORS Conference*: November 13-16, 2015; San Diego, California
- *The Pool & Spa Show powered by the Northeast Spa and Pool Association*: January 26-28, 2016; Atlantic City, New Jersey
- *Western Pool and Spa Show*: March 10-12, 2016; Long Beach, California
- *NDPA Drowning Educational Conference*: March 29 – April 1, 2016; Phoenix-Mesa, Arizona

Events Summary

We have developed a plan that will meet or exceed CPSC’s revised goal to work with partners to create and support at least four national, regional and local events, in which we either develop and execute the event or we provide support to partners such as in-person participation or media outreach support. These events described above that will fulfill this requirement include:

- *Pool Safely* Campaign kickoff in Washington, D.C. with CSP CPR Parties and Laura Metro
- Chairman Kay’s partner call with all CSP and CSL partners in early June
- World’s Largest Swimming Lesson event in Toledo, Ohio June 18 in conjunction with CSP The Josh Project

- World's Largest Swimming Lesson event in Washington, DC June 18 with CSL Prince George's County Parks and Recreation Rollingcrest – Chillum Community Center
- *Pool Safely* Pledge Week press conference in Phoenix, Ariz. July 29 with CSL Phoenix Children's Hospital
- Satellite media tour on the *Pool Safely* Song on a date TBD possibly with Laurie Berkner and a participant from Families United to Prevent Drowning
- Participating in the summer water safety webinar in June with Children's Safety Network

Management of Current Partnerships

The success of the *Pool Safely* campaign has been largely due to the development of strong campaign partnerships and the ongoing engagement with those partners. Many of our partners – at all three levels– have truly become the campaign's third-party advocates. Year after year, these advocates have helped share the campaign's key messages and participated in our events and activities, which helped further our important water safety message beyond what CPSC could do alone.

For the 2014-2015 campaign year, we set a goal of increasing our total CSP and CSL partners by 10 percent. As of April 2015, we have achieved a 33 percent increase in these partners. CSPs increased from 17 to 22, and CSLs increased from 73 to 98.

This summer, we will capitalize on this partner engagement success by continuing to collaborate with our current partner organizations by including them in even more robust opportunities – and further encouraging them to use our campaign in theirs as well. We will also continue to grow our partner network.

*For the 2014-2015 campaign year, we set a goal of increasing our total CSP and CSL partners by 10 percent. As of April 2015, we have achieved a **33 percent increase** in these partners. CSPs increased from **17 to 22**, and CSLs increased from **73 to 98**.*

Current Partner Events and Initiatives

In addition to involving a number of our campaign partners in our own summer 2015 campaign kickoff events and our engagement with the World Waterpark Association for the 2015 WLSL event, we will work with our current CSP and CSL partners to identify their opportunities in which our campaign can be involved. We will also make suggestions for additional high-level partner engagement. Participating in our partners' events and/or initiatives – and allowing them to do the same in ours – is critical to fostering and nurturing our relationships with these organizations. Recommendations include:

- Collaborating with current partner(s) to help kickoff the campaign in 2015 (May)
- Leveraging partners as spokespeople for campaign SMTs/RMTs throughout the summer
- Involving a CSP in our earned and social media efforts for the mid-summer and end-of-summer drowning reports (mid-July and early September)
- Arranging a *Pool Safely* speaking role for the Children's Safety Network summer water safety webinar (June)
- Using family foundation partners as spokespeople on behalf of *Pool Safely*, especially as part of our ongoing earned media efforts. Specific opportunities include pitching each family's story along with

Pool Safely's key drowning prevention messages to local newspapers and TV stations, especially when we have new drowning stats available for that state. Partners include:

- The Josh Project (Toledo, OH)
- The Joshua Collingsworth Memorial Foundation (Lincoln, NE)
- Abbey's Hope (Minneapolis-St. Paul, MN)
- Abby Grace's Hope (Orlando, FL)
- Colin's Hope (Austin, TX)
- CPR Parties (formerly the C.L.A.Y Foundation – Washington, DC)
- The LV Project (Dallas, TX)

Chairman's Conference Call with Current Partners

It will also be important to continue to engage CPSC Chairman Kaye with current partners over the summer. To do this, in addition to his involvement in the DC-area World's Largest Swimming Lesson event, we recommend holding a conference call at the beginning of the summer with the chairman and *Pool Safely* Partners, called *Pledge to Pool Safely: Countdown to 20,000*. The purpose of this call would be for the Chairman, as we enter the summer months and aim to generate 10,000 additional Pledge takers, to discuss the significance of a call to action among consumers when it comes to drowning prevention – and reissue the Chairman's Pledge Challenge. It also will be Chairman Kaye's chance to highlight his dedication to the *Pool Safely* campaign and thank partners for all the work that they do, particularly since partners have been key to generating our current Pledge numbers. This is an opportunity for partners to hear directly from Chairman Kaye, which, as we heard from NDPA 2015 attendees, motivates them to further support the campaign and share critical water safety messages.

We would recommend that this call take place the week of June 1st or June 8th, when the Chairman has available time. The call would last approximately 45 minutes, and partners at all levels would be invited to join. Rather than a blast email, we would use a more formal email invitation to invite partners to this call and ask them to RSVP. Once we have agreement from the Chairman on a date, we would invite active partners to participate.

A rough outline of the call follows. We chose 11 a.m. here as an example, but this can be changed:

11 - 11:05 a.m. Chairman's welcome and thanks to participants

:05 - :10 Recap the *Pool Safely* Pledge, talk about success to date and reissue the Chairman's Challenge to help get to 20,000 Pledge takers

:10 - :20 Two highly engaged partners who helped garner a large number of Pledges (to be determined ahead of time) share for 5 minutes what each of them did to share the Pledge and "accept" the Chairman's Challenge last year; these partners could include Texas Swim Academy and the Drowning Prevention Coalition of Palm Beach County, who have generated more than 1,000 Pledges

:20 - :25 Chairman thanks partners who have accepted the Chairman's Challenge and highlights the efforts of one or two additional partners

:25 - :30 Chairman provides a few additional examples on how to use the Pledge and other ways to partner with the *Pool Safely* campaign that partners could implement as part of their plans for 2015

:30 - :40 Questions from partners, screened by moderator/operator (Widmeyer would also be on the line and available to assist in answering questions)

Pending confirmation from the organization, additional potential partners to highlight/include could be LockeyUSA, Colin's Hope, the YMCA of the USA, SafeKids Worldwide and/or Maryland-National Capital Park and Planning Commission.

We recommend using a conference call service that provides a moderator, allowing partners to engage with Chairman Kaye by asking a limited number of questions.

Additional Ongoing Opportunities with Partners

It also will be important to continue to engage our partners in our ongoing visibility efforts throughout the summer swim season. These opportunities include:

- Earned media interviews/messaging opportunities
- Social media promotion
- Use of educational materials and the *Pool Safely* banner at partner events
- Inclusion in monthly email newsletters and encouragement for partners to sign up for and distribute the newsletter
- Pledge participation and recognition

New Partner Development

New Partnerships through Current Coalitions

This summer, Widmeyer will continue to grow the *Pool Safely* partnership network, with a specific focus on securing more family foundations (particularly those already involved in the Families United to Prevent Drowning group) as official partners. In particular, our goal is to confirm at least three of these foundations as our top-tier partners, Campaign Safety Partners. These organizations include the ZAC Foundation, Just Against Children Drowning, Mason's Gift, the Edward Castle Memorial Fund, and Because of B.R.A.Y.D.E.N, among others. Partnering with these organizations, including Families United itself as a coalition, will allow *Pool Safely* further opportunities to participate in their earned media interviews and events, such as the ZAC Foundation's ZAC Camp, which will be held in the DC area in August 2015. We would work with the foundation to establish a specific speaking role for Chairman Kaye at this event, as well as joint earned media opportunities for him and Karen Cohn, Zachary's mother and founder/spokeswoman for the organization.

Because of our increased successful efforts this past year with the Water Safety USA group, we will also continue to confirm official campaign safety partnerships with all groups affiliated with Water Safety USA, such as the National Park Service and the United States Lifesaving Association. In addition, we will identify which highly engaged second-tier partners at the Campaign Safety Leader (CSL) level would be a good fit to elevate their partnership to the CSP level.

Finalizing New Partner MOUs

To properly confirm partnerships at the CSP level, we will work with CPSC to draft and finalize official campaign partnership MOUs. We will also ensure we follow the specific legal process and pre-approved language that CPSC has authorized for renewing any MOUs with our current CSPs for the 2015-2016 campaign year.

New Partnerships with National Organizations

There are additional potential national organization partners which we have approached in the past but have been unsuccessful in developing partnerships. These organizations include:

- *National representatives of hotel and motel pools, including the largest national hotel and motel chains:* Wyndham Worldwide, Choice International, Hilton Worldwide, Marriott International, Best Western
- *National retailers that sell pools and spas, and pool and spa equipment:* Cody Pools (Austin, TX), Keith Zars Pools (San Antonio, TX), Shasta Industries (Phoenix, AZ), Presidential Pools & Spas (Gilbert, AZ), Claffey Pools (Dallas, TX)
- *National retailers that sell pool and spa equipment:* Nationwide Pool Supply, National Discount Pool Supplies, PoolandSpa.com Store, Walmart, Target, Lowe's, Home Depot
- *National insurance companies:* Metlife, Prudential Financial, American International Group (AIG), All State, Berkshire Hathaway
- *National associations representing these industries:* National Apartment Association, American Hotel & Lodging Association, National Retail Federation

We want to conduct outreach to the CEOs and presidents of these organizations (higher level contacts than in the past) by developing a template letter from Chairman Kaye containing a call to action for each organization to develop a partnership with *Pool Safely*. The letter would also include language that indicates follow-up outreach will be forthcoming from the campaign. Our team will be responsible for following up with each organization about potential partnerships. We will obtain CPSC approval for both the template letter and the organizations to include on the list of the aforementioned target partners.

Spanish-Language Communications Plan

A special focus on Spanish-speaking audiences has always been a part of the *Pool Safely* campaign, and this year should be no different. Reaching Spanish-language audiences has been a priority because the most recent data show that 62 percent of Hispanic children cannot swim. These higher percentages warrant an increased focus on Hispanic audiences. In the past that outreach has included:

- Developing virtually all materials in both English and Spanish
- Creating and distributing both English and Spanish PSAs – TV, radio and out-of-home
- Conducting a separate distribution of the Spanish-language radio PSAs via *La Red Hispana* National Radio Affiliate Network.

- Negotiated as set of four interviews for CPSC’s Spanish-language spokesperson on *Bienvenidos a America*, a weekly program airing on 120 Spanish-language stations nationally.
- Creating a Spanish-language *Pool Safely* Pledge
- Pitching media stories to Spanish-language media.
- Conducting a Spanish-language Satellite Media Tour
- Developing and expanding, as needed, the Spanish-language section of the *Pool Safely* website
- Including Spanish-language Tweets for @PoolSafely
- Developing a Spanish Language Team of native Spanish-speaking team members.

Our intent would be to continue all aspects of the current Spanish-language outreach, which now includes distribution of Spanish-language PSAs, Spanish-language media outreach, and Spanish-language social media support. However, this year we have a unique situation in that CPSC’s Spanish-language spokesperson will be unavailable for most of the summer. Without a Spanish-language spokesperson we would be unable to complete #4, #6, #7 and #9 above. Of particular importance is the opportunity for Spanish-language media outreach. As a result we have identified a Spanish-language spokesperson to serve as a temporary replacement and to fill this important role for the campaign in the summer of 2015.

Spanish-Language Spokesperson

We have identified Melisa Diaz as a temporary Spanish-language spokesperson for the campaign. Diaz has been vetted by our *Pool Safely* team and by our Spanish-language team. Diaz has extensive experience with both Spanish-language media interviews and as a spokesperson:



- She is a native Spanish-speaker with 100-percent Spanish language fluency, and a member of the American Translators Association.
- She has experience as a Spanish-language media spokesperson with both taped and live interviews with print, radio, and television media.
- She has experience working with government agencies from her work with the U.S. Census in 2010.
- Her media experience includes a stint as a Washington Correspondent for El Vocero, Puerto Rico’s largest newspaper.
- She also knows how to swim and spent much of her free time as a young person in Puerto Rico in and around water with her family.

We have budgeted the time allotment for Diaz will be 20 hours per month over three months from May through July, and an additional 5 hours in August.

- *May*: review of *Pool Safely* materials and incorporation of *Pool Safely* messages, meetings with Widmeyer staff for training on *Pool Safely* messages. Conduct a media interview with *Bienvenidos a America*. Identifying media opportunities and pitching media interviews. Conducting additional summer kickoff Spanish-language print, radio or TV media interviews, assisting with Spanish-language *Pool Safely* website edits and participation in weekly briefings.

- *June and July:* Participation in a radio media tour, conducting additional Spanish-language print, radio or TV media interviews, identifying media opportunities and pitching media interviews, review of Spanish-language tweets, assisting with Spanish-language *Pool Safely* website edits and participation in weekly briefings.
- *August:* Conducting any additional end-of-summer Spanish-language interviews, review of Spanish-language tweets and website edits, and participation in weekly briefings.

Spanish-Language Outreach

With our Spanish-language spokesperson in place, our Spanish-language outreach will continue on all fronts – Spanish-language PSAs distribution, media outreach, social media development, and print and online materials review. Many of these elements are referenced in the appropriate sections of this proposal, but are summarized as follows:

- *PSA distribution* – We will deliver our national TV, radio and print outdoor PSA distribution again in both English and Spanish. In addition, we will increase the number of placements we develop for our Spanish-language radio PSA via Hispanic Communication Network. We will conduct 10 placements of the 60-second PSA on the national *La Red Hispana* radio program, a program with 176 network affiliates nationwide. We will also add additional 12 placements of the 60-second PSA with the 124 affiliates in our five target states. We have also secured three additional PSA placements on *Bienvenidos a America*, which airs on more than 80 Spanish-language stations nationwide.
- *Spanish-language media outreach* – Our Spanish-language team will conduct media pitching to Spanish-language media TV, radio and print media outlets, with consultation from our Spanish-language Spokesperson. They will distribute Spanish-language translations of *Pool Safely* press releases to appropriate media. Members of the Spanish-language team include:

 <p>Daphne Barahona</p> <p><i>Daphne has done extensive work with Hispanic online, print and broadcast markets, and has strong connections in Texas and New York.</i></p>	 <p>Adam Robles</p> <p><i>Adam has a strong background working on public health campaigns targeted at the Hispanic community.</i></p>	 <p>Beatriz Perez-Gomez</p> <p><i>Beatriz has more than 30 years' experience in Spanish-language media with clients.</i></p>
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In addition, we have secured an interview for our Spanish-language spokesperson with HCN's *Bienvenidos a America* during the summer months.

- *Spanish-language social media* – The Spanish-language team will continue to provide translation of culturally-sensitive Spanish-language tweets for @PoolSafely.
- *Spanish-language print and online materials* – Our monthly review of online and print materials will include all Spanish-language materials as well.

Translation of Materials

We will work with Trusted Translations to make any necessary translations of *Pool Safely* materials, including press releases or materials developed. We will ensure that any materials are translated and received by CPSC within three business days of receiving the English version from CPSC. Translated releases will be posted on the Spanish-language *Pool Safely* website. For any technically complex or lengthy documents, such as a CPSC report, more than three days may be required, but these documents will be translated within one week of receipt by CPSC of English versions.

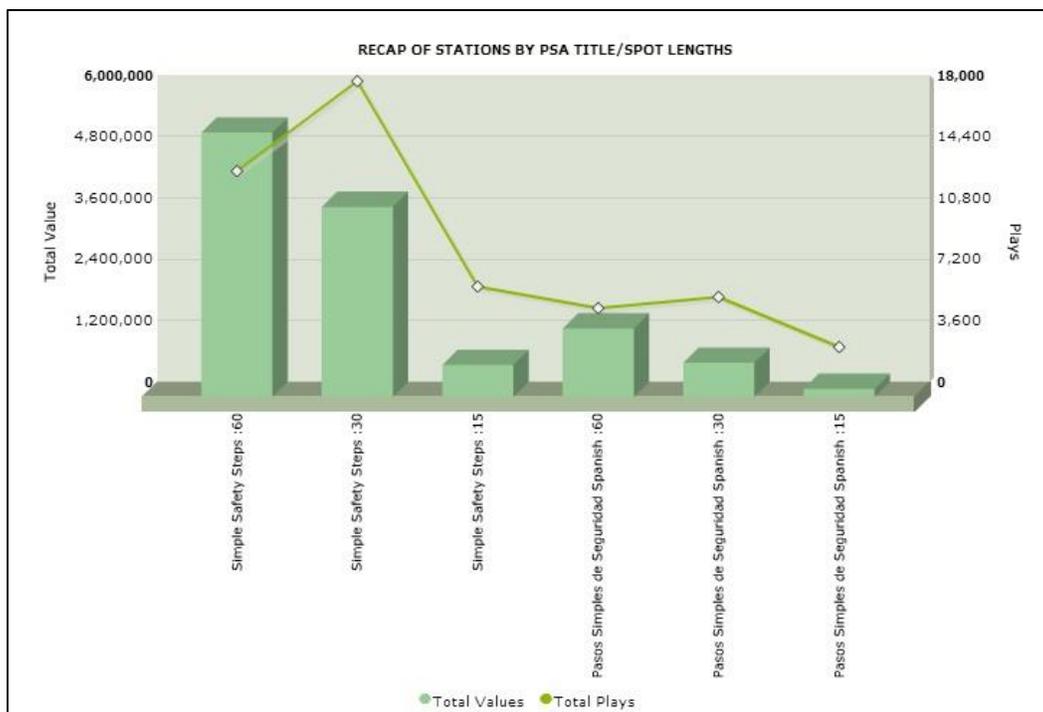
Email Newsletter

Widmeyer will continue to help develop the *Pool Safely* email newsletter. We recommend continuing to send updates on a monthly basis and including partner updates, imagery/photos and a call to action in each newsletter. Widmeyer will work with the COR to determine appropriate timing and topics for each month's email newsletter, and in each newsletter we will encourage partners to sign up for and distribute the newsletter to their audiences.

PSA Distribution – Continue the Momentum from 2014

The 2014 PSA distribution saw significant and successful changes, including:

- A distribution that began 2 months earlier than previous years to better align with the swim season;
- The creation of additional :15 and :60 spots in both English and Spanish;
- The addition of the CablePak distribution, a targeted distribution for Spring and Summer that received more than 920,568 impressions, and generated \$1,180,233 in value; and
- A month long distribution in the checkout channels at 550 big box Walmart stores nationwide.



These changes have resulted in a PSA distribution that has received more than 1.1 million impressions and earning more than \$24 million in value this year.

To continue to build upon this success and momentum, we will maintain the same overall PSA budget for 2015. Our most valuable and highest performing distribution is the TV PSAs, with the: 30 and: 60 English PSAs being the top performers in all categories. Per the table above, you'll note that the: 60 English PSA has generated more than \$5 million with more than 12,000 plays in about 9 months. In 2015 we suggest a slight expansion in the TV and OOH budget, and a slight reduction in the overall budget for radio distributions in comparison to last year's effort.

In 2014 we placed 400 OOH PSAs in Los Angeles, the second largest DMA in the nation with high populations of our target audiences, in one of our target states. Additionally, we placed 625 OOH PSAs overall, all within the top 10 media markets. By slightly increasing this budget for 2015, we will be able to expand the number of OOH placements in number and location, and target valuable OOH placements in our target states.

Our proposed distribution would run 12 months and include the following:

- 900 broadcast stations with an effective reach of 1,300 stations due to multiple ownership;
- 150 national TV networks;
- 3,500 radio outlets with an effective reach of 5,000 stations due to multiple ownership;
- CablePak distribution to 500 cable systems and local access channels with 15,000 or more subscribers;
- A slight increase in OOH distribution, allowing for placements on buses, subways, transit stations, malls and airports across the country and in our target states.

Also in 2015 we will work with our vendor to further identify and secure opportunities similar to the Walmart Checkout Channel, that allow us to reach a captive audience for the TV PSA.

To date, the *Pool Safely* PSAs have generated more than 2.4 billion impressions. By working with our vendor on the proposed distribution above, we will continue to generate both value and impressions for the campaign in a way that is both targeted and strategic, and will help to support the other areas of the campaign.

Materials Development

As part of our *Pool Safely* song development and our direct outreach to parents and children, we will develop a new song CD and classroom guide for the distribution (described above). Following the refresh of many of the printed materials in 2013 and 2014, Widmeyer's creative team does not anticipate the development of any other additional printed materials during this campaign extension. However, Widmeyer will review all print and electronic *Pool Safely* materials monthly, and if updates are needed for the current swim season, we will develop a plan for CPSC to execute. Our digital team will also continue to standby as necessary to assist with the creation of website carousel items, infographics and other digital assets as needed.

Earned Media Outreach, Tracking and Reporting

We will continue to monitor news coverage and look for stories and trends, especially in the campaign's 2015 target states (Arizona, California, Florida, Ohio and Texas). As part of our earned media outreach of

the campaign, Widmeyer will arrange for at least three radio, television or print interview opportunities for Chairman Kaye or other key officials. In addition to these interviews, we will work to generate opportunities through the press events, Satellite Media Tour and Radio Media Tour described earlier in this proposal.

High Profile Drowning Media Response

Even though Widmeyer is no longer conducting a daily rapid response program, we will continue to monitor news coverage and social media for high-profile drowning incidents. We will respond to these incidents with letters to the editor, signed by either Chairman Kaye or, in an appropriate media market, one of the Families United Against Drowning family foundations. We will place at least three letters to the editor during this contract extension.

We will also work with the Families United organization to ensure that appropriate family foundations are considered for any high profile media opportunities, as appropriate.

Rio Olympics Opportunity

During his keynote speech at the NDPA Educational Conference, Chairman Kaye reiterated his vision for the Rio Olympics as a platform to raise awareness on drowning prevention, and his commitment to work with *Pool Safely* partners to make that happen. These comments echoed his statement at his Senate confirmation hearing to utilize the Olympic Games as an opportunity to talk about learning to swim and swimming safety.

We agree with the Chairman that the Olympics present a tremendous opportunity to highlight drowning prevention messages, and we also agree that these plans should be put into place now, as planning by NBC Sports for their coverage is already well underway. We developed a proposal in June 2013 with recommendations on how to execute those plans leading up to the games, how to capitalize on the U.S. Swimming Olympic Trials, and promotion opportunities during the games. We would invite a follow-up conversation during the summer campaign on the next steps for that plan, such as:

- Work with CPSC to finalize our potential themes for NBC's coverage, including our "Olympians back home" and "Protecting the next Olympians" themes, or other themes we may develop.
- Work with CPSC to help foster the opportunity with Katie Ledecky, to potentially have Katie and a few of her Olympic swimming friends, including Olympic medalist Lia Neal, agree to a pre-taped segment or a live segment at the Olympics on their interest in drowning prevention.
- Work with CPSC to finalize the tactics that we would recommend to NBC Sports from our June 2013 memo, including:
 - Promotional Pledge-taking by members of Team USA watersports – swimmers, divers and water polo players
 - Incorporating *Pool Safely* branding for use by Olympians – flags, gear, temporary tattoos, etc.
 - Use of branded materials on-site at Olympic trials and at Olympics, such as customized banners
 - A presence at the Olympic Trials with materials distribution, Pledge booth, live-Tweeting, a YouTube contest and Google+ challenge
- Initiate a pre-meeting with potential NBC Sports meeting participants from our side, including CPSC, USA Swimming Foundation, and Families United to finalize a pitch strategy, participation and speaking roles

We look forward to working with you on these plans or other plans you have developed to ensure that we capitalize on this opportunity.

Campaign Support from Celebrities and Influencers

In past years we have been able to generate campaign support from celebrities, athletes, government officials and other influencers to encourage their followers and audiences to learn about the *Pool Safely* campaign. These notables include Olympians Katie Ledecky, Maddie Crippen, Rep. Debbie Wasserman Schultz, and of course CPSC Commissioners Robert Adler and Elliot Kaye. During the contract extension we will work to identify and target celebrities, athletes, government officials and other high-profile individuals, with the goal to generate support of some kind from at least two individuals. That support could be as simple as following or retweeting on social media, to taking the *Pool Safely* Pledge, to referencing the campaign through traditional media opportunities. Targeted individuals would be based on existing relationships within our networks and our partners' networks and will be determined through internal and external outreach, but some potential targets would include:

- Media celebrities, such as morning program hosts
- Aspiring 2016 Olympians and former Olympians
- Celebrities with children or who have a connection to swimming
- All 535 Members of Congress
- All members of the President's Cabinet
- Professional athletes with children or who have a connection to swimming or water sports

We will seek pre-approval from CPSC before conducting outreach to any individuals.

Press Releases

During the campaign, Widmeyer recommends that CPSC send out four press releases on the wire:

- Announcing the kick-off of the campaign for the year, which will include CPSC's annual Drowning and Entrapment Report and promotion of the Pledge (mid-May)
- A mid-summer drowning snapshot, just prior to the July 4th holiday, that includes a reminder of safety tips (early July)
- During *Pool Safely* Pledge Week, reminding everyone to take the Pledge (late July)
- At the end of summer, to highlight the summer drowning numbers and as a reminder that drowning prevention is a year-round effort (late August)

Earned Media Tracking

Widmeyer will develop a master media tracking tool that includes information on media coverage (including placement, impressions/viewership numbers and ad value, if available). We will update this tracking tool regularly and use it to present analysis of the impact of the campaign. To help us obtain accurate metrics, Widmeyer will extend our current Critical Mention contract, which includes print, online, broadcast and radio monitoring as a supplement to CPSC's Meltwater subscription.

Social Media

Since our first tweet in April 2010, we have grown the @PoolSafely handle to more than 5,000 followers and developed a community around pool and spa safety. To help continue our growth and expand our presence on social media, we recommend incorporating the below activities into *Pool Safely* social media.



The first tweet issued from @PoolSafely on April 26, 2010.

Campaign Branded Imagery

Research shows that the most effective tweets are the ones with images. While we have used many great photo assets from our partners at their events, this summer we propose leveraging our in-house design team to help us create short, on-brand graphics. These graphics are great to accompany a tweet or a post and share statistics and news. As you've already seen with some of our Pledge milestone announcements, the graphics can be created quickly by our in-house team, and can be shared with our partners for their use – further encouraging engagement.

#SafetySelfies

To help boost engagement and continued support of the *Pool Safely Pledge*, we propose creating a #SafetySelfies social media campaign. Similar to photos Katie Ledecky, Janet Evans and Chairman Kaye have taken, we would encourage *Pool Safely* Pledge takers to snap a photo of themselves taking the Pledge and share it with us, using the #SafetySelfies and #PoolSafely hashtags. Each month, we would feature a 'Safety Selfie of the Month' in our newsletter and on Twitter, along with creating a separate Google+ photo album for the winners, too.



CPSC Chairman Elliot Kaye takes the Pool Safely Pledge next to an image of Olympic gold medalist and inaugural Pledge taker, Katie Ledecky.

To help kick off the #SafetySelfies Campaign, we suggest having each CPSC Commissioner take the #PoolSafely Pledge with a photo similar to what Acting Chairman Adler and Chairman Kaye have done. We also recommend leveraging the @USCPSC Twitter handle to help us announce this campaign and share the Safety Selfies from the Commissioners. In addition, we will ask partners to tabulate how many #SafetySelfies were taken at their events and feature the partner who gets the most on the carousel on PoolSafely.gov, along with a photo collage of all the selfies from their location.

All of these activities will be in addition to our current activities of populating and maintaining all *Pool Safely* social media channels, including Twitter, YouTube, Flickr and Google+. We will coordinate with the COR to receive pre-approval on all social media postings, suggested graphics and partners photos and comply with all applicable CPSC requirements.

Website and Digital Assets Development and Maintenance

Widmeyer will continue its current maintenance of PoolSafely.gov, including managing requested minor updates to the site on a daily basis, working with CPSC's web team to make updates which require server upload, maintaining online resources and streamlining content.

Spanish Language Website

Translation of pages for the Spanish language website will continue through the summer with the assistance of the Widmeyer Spanish language team and spokesperson. We will work with CPSC to address the process to approve the pages currently on backlog waiting to be approved.

Pool Safely App

Widmeyer will monitor the newly launched *Pool Safely* app, making a maximum of two maintenance updates and pushing them to the iTunes and Google Play stores. Making updates to an app is different than a website and requires users to make the update. We don't want to bombard users with regular updates, and instead recommend bundling them into groupings so they are less frequent. The types of updates we will make will focus on fixing bugs and glitches in the app, as well as updating issues on the backend to reflect software updates in the iTunes and Google Play stores.



Promotional Elements

In order for the new app to achieve its full potential and return on objective, we need to develop a robust advertising strategy. Having the ability to target specific audiences based on demographic data is the first step. A strong attribute of advertising platforms like Google and Facebook is their ability to micro target. Facebook makes it even easier by allowing us to target groups and communities with specific interests like parenting, swimming and safety. We have already identified many public pool pages that cater to our audiences.

Search ads will also be a key component of the strategy. Platforms like Google and Bing will be used to serve ads based on the key terms that we identify. These ads will also be optimized for mobile.

In 2014 when we utilized an advertising campaign around the Pledge campaign, we saw a significant increase in both website traffic and Pledges taken. When the advertising campaign piece was over, there was a noticeable drop in both. Given the previous success of these efforts, we think an online advertising campaign would greatly increase the number of app downloads.

Due to the fact that we are launching the app on two platforms, the ads will point to a new webpage created specifically for the app. This page will include rich imagery from the app and links to both iTunes and Google Play to allow users to choose based on their device.

Campaign Event Calendar

<i>Pool Safely Summer Event Calendar</i>	
Date	Event
May 2015	National Water Safety Month Building Safety Month
May 15, 2015	International Water Safety Day
May 21, 2015	Campaign Kick Off and RMT in Washington, D.C., HCN Spanish-language interview
May 21, 2015	2015 CPSC Submersions and Entrapment Report and Kick Off Press Release
May 25, 2015	Memorial Day Holiday
June 2015	June is Safe Kids Home Safety, Summer Safety Month
June 4, 2015	Make a Splash Event with Cullen Jones and Rowdy Gaines in Freeport, TX
June 5, 2015	Make a Splash Event in Alliance, LA with Jessica Hardy and Rowdy Gaines
June 12-14, 2015	Make a Splash Event in Chicago, IL with Cullen Jones, Conor Dwyer, Jessica Hardy and Rowdy Gaines
June 18, 2015	World's Largest Swimming Lesson (WLSL) Events in Washington, D.C. and Toledo, OH
June 22, 2015	Make a Splash event in San Antonio, TX with Cullen Jones and Rowdy Gaines
July 1, 2015	Mid-Summer Snapshot Media Outreach and Mid- Summer Press Release
July 4, 2015	4 th of July Holiday
July 27-31, 2015	<i>Pool Safely</i> Pledge Week and Press Release
July 29, 2015	Event at Phoenix Children's Hospital/ Drowning Impact Awareness Month Kick Off and Launch of <i>Pool Safely</i> Song
September 1-5, 2015	Safe Kids National Childhood Injury Prevention Week
September 7, 2015	Labor Day Holiday
September 8, 2015	End of Summer Media Outreach and Press Release
September 14, 2015	Abbey's Hope Annual Golf Tournament

Budget

Budget Breakdown	Budget
Event Management - Summer kickoff, RMT, WLSL, Pledge Week, booking trade shows and conferences, event travel expenses	\$ 78,813.26
Current Partner Management and New Partner Development - Chairman's conference call, coalition partnerships, finalize MOUs, national organization outreach, E-mail newsletter	\$ 62,861.71
Media Outreach - high-profile drowning response, support from celebrities and influencers, press releases, Spanish-language spokesperson, Spanish-language outreach, Spanish-language translations, media monitoring expense	\$ 90,363.26
Pool Safely song - Song creation and rights, project management, video production costs	\$ 51,546.81
Social Media Management	\$ 11,029.76
PSA Distribution - English and Spanish PSA distributions for TV, radio and out-of-home, distribution tracking	\$ 150,999.46
Website and Digital Asset Development - App PPC campaign, Pledge online ads	\$ 105,805.76
Office expenses	\$ 400.00
Firm-Fixed Price Budget	\$ 551,820.00