



SONSHINE COMMUNICATIONS

Government Marketing Brochure

We've Enlisted and We're Ready To Serve!



WE'RE AIMING FOR YOU!

Quality... Substance... Style... The Sonshine Advantage

GSA Schedule 541 - Advertising and Integrated Marketing Solutions (AIMS)

*We've Enlisted and
We're Making the Difference of a Lifetime*

Sonshine Communications has enlisted and we're making the difference of a lifetime. We are ready, willing and able to serve your every advertising and marketing need!

Sonshine Communications is a full-service public relations, marketing, advertising and graphic design firm. We are the recipient of the highly competitive and much-coveted **GSA Multiple Award Schedule for Advertising and Integrated Marketing Solutions (AIMS)**.

We want to be a part of your team! As a recipient of **GSA's Multiple Award Schedule 541 for Advertising and Integrated Marketing Solutions (AIMS)** (Schedule Title 7FCB-H2-0541-B), we can easily be contracted to fulfill all of your service needs promptly.

Incorporated in 1993, Sonshine Communications is one of the largest and most recognized Black-owned public relations, marketing and advertising firms in the nation. Sonshine offers a wide array of services including advertising, public and community outreach, public affairs, media relations, event planning and management, web design, graphic design, and much more. Sonshine has a full-time, in-house team of creative writers, savvy marketing executives, innovative graphic and web designers, and strategic media planners and buyers – who are all available to serve you. We are ready for active duty!



U.S. Army Corps of Engineers

Since February of 2000, Sonshine Communications has been awarded multiple contracts with the **U.S. Army Corps of Engineers** to develop and execute a Community Relations and Media Outreach Plan to embrace and inform general and minority communities nationwide about the **Comprehensive Everglades Restoration Plan (CERP)**, an \$8 billion restoration effort designed to save the Everglades.

Sonshine Communications has successfully planned and managed numerous community meetings and outreach sessions and has developed exciting and eye-catching creative collateral on behalf of the Corps. To date, the firm is the only public outreach agency of record for the Corps on behalf of CERP. Sonshine Communications handles a multitude of creative projects ranging from media and public relations, community outreach, development of electronic video messages, and graphic design and creative services, to strategic planning and facilitation.





U.S. DOT/National Highway Traffic Safety Administration

Sonshine Communications has been retained by the **National Highway Traffic Safety Administration (NHTSA)** to launch an integrated five-year African American outreach campaign. Sonshine has implemented a gripping promotional campaign to reduce traffic crashes and fatalities and to encourage safety belt use in the African American community. The campaign is entitled “*You’re in the Driver’s Seat*,” and supports NHTSA’s existing award winning campaigns, *Buckle Up America*, *Click It or Ticket*, and *You Drink & Drive. You Lose*. Sonshine also assists NHTSA with promotional needs for its partnership with the **National Conference of Black Mayors (NCBM)**. The purpose of this partnership is to conduct a three-year \$2 million demonstration project to increase African American safety belt use in four key cities: *Columbus, OH; Memphis, TN; Atlanta, GA; and Jackson, MS*. Additionally, Sonshine handles community outreach, creative services and information technology for NHTSA, as well.



U.S. General Services Administration

Sonshine Communications works with **GSA** to handle promotional product development. We also design corporate collateral for GSA which includes brochures, pamphlets and reports. These materials are developed for all branches, ranging from its nationwide automotive fleets, computers and equipment, to paper supplies, merchandise and products.

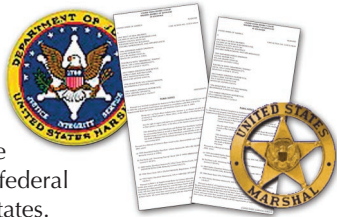
Among the creative projects that we have developed include a *Recreation Hospitality* brochure, *Hub Zone* brochure, *Building and Building Materials* brochure, *Professional Engineering* brochure, *Mileage* brochure, and their *Fleet Solutions* brochure, among others.



U.S. Marshals Service

Sonshine Communications is delighted to work with the **U.S. Marshals Service**. Over the past five years, Sonshine was tasked to manage the placement and verification of legal notices in five federal jurisdictions in the middle and southeast United States.

Critical to these tasks are court-established deadlines and Sonshine's team-driven project coordination enabled the firm to meet every one of them in the most efficient manner.



U.S. Peace Corps



Sonshine Communications met the call for the **U.S. Peace Corps** when retained to develop and place print ads throughout colleges and universities in 16 states and Puerto Rico. Sonshine handled writing, layout and design of these ads which were well received in the target markets.

U.S. Census Bureau

Sonshine Communications was selected to work with the **U.S. Census Bureau** in managing and placing an extensive outdoor media recruitment campaign for the 2000 Census. With a budget of well over \$1 million, Sonshine Communications developed and placed various outdoor ads throughout the nation to recruit thousands of census-takers.



U.S. Secret Service



Sonshine Communications made the difference of a lifetime when retained by the **U.S. Secret Service** to develop and place radio ads for their uniformed officer recruitment campaign that aired in seven major metropolitan areas throughout the country. Because of these efforts, the U.S. Secret Service was able to meet their aggressive recruitment goals for 2003.



High Rankings of Leadership

Sonshine Communications consistently receives outstanding rankings and remarks from federal client performance evaluations, including the **Performance Assessment Reports** completed by **Department of Defense** clients. It all starts at the top, where our corporate leadership puts in place and maintains the highest standards of incomparable service. Our corporate officials are trained and qualified in all areas of public relations and marketing. They have not only enlisted, but have been promoted to the top rank and are prepared to cover all the ground for you. Our executive leadership consists of **Bernadette Morris** and **Colin Morris**.



Bernadette Morris is the company's owner and *President/CEO*. She holds a Master's Degree in Public Administration from Florida International University, and a Bachelor's Degree in English and Communications from Stetson University and the University of North Florida. She has 30 years of professional public relations, marketing, advertising and special events experience. Prior to her starting Sonshine, Bernadette was the *Associate Dean / Division Director of Public Affairs* at **Miami-Dade Community College**, the largest community college in the nation. She has also enjoyed a successful career as a journalist for a **Florida daily newspaper** and a *Producer* for **PBS (Public Broadcasting Service)** and **NPR (National Public Radio)**.



Colin Morris is the firm's *Managing Director and Chief Operating Officer*. Colin has 28 years of operational management experience. He holds a Master of Public Health degree from the University of Michigan's School of Public Health, and a Bachelor's Degree in Finance and Economics from Kalamazoo College. Colin is a seasoned media buyer, planner and manager, placing millions of dollars in advertising for **NHTSA, U.S. Marshals Service, U.S. Secret Service, U.S. Federal Election Commission**, and the **U.S. Census Bureau**.

Our Badge of Honor

Sonshine Communications proudly salutes the opportunity to work with a number of federal agencies nationwide. We are delighted to work with government organizations that serve our country in improving our infrastructure, roads, and way of living. Among our host of federal clients who benefit from our services are the **U.S. Army Corps of Engineers**, the **U.S. DOT / National Highway Traffic Safety Administration**, **U.S. General Services Administration**, and the **U.S. Marshals Service**.



**US Army Corps
of Engineers®**
Jacksonville District



Put Us to Work for You

- Sonshine Communications has enlisted and we're making the difference of a lifetime everyday!
- We're waiting to serve you and are only a phone call away.
- Experience what the Sonshine Advantage can do for your operations...
- No job is too big or small for Sonshine Communications!
- Our service is incomparable and second to none...
- We're the ones who can get your job done.
- All you have to do... is put us to work for you!
- Call us today at (305) 948-8063.

U.S. Federal Election Commission



Federal Election Commission

engaged Sonshine Communications to assist in its PR and advertising efforts related to the implementation of their electronic filing mandate. Sonshine was retained to handle media and public relations, and advertising development and placement. We launched the "Beat the Rush" campaign which included the development of marketing collateral, editorial writings and an electronic web banner.



The Morris Group, Inc., d/b/a Sonshine Communications
is on GSA's Multiple Award Schedule for AIMS

The Morris Group, Inc., d/b/a Sonshine Communications
Bernadette Morris, President/CEO
Colin Morris, Managing Director

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★ Multiple Award Schedule 541 for
Advertising and Integrated Marketing Solutions (AIMS) by the
General Services Administration

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Design by Sonshine •

Communications