



State of the Art, Inc. | A Communications Company
2201 Wisconsin Ave. NW, Ste 350 | Washington, DC 20007
202 537 0818 | F 202 537 0828 | www.stateart.com

Corporate Abilities The State of the Art Approach

State of the Art is an Academy Award®-winning social marketing company that creates effective campaigns and programs that are entertaining, motivational, research-driven, and accessible to audiences. So that we produce the highest quality media, broadcasts and next generation interactive applications, State of the Art collaborates with nationally recognized experts, institutions, and education and health organizations. To ensure accuracy, accessibility, and effectiveness, our products are based on social marketing education and public health theories and frameworks. We use qualitative and quantitative research methods to develop and evaluate our products.

We are confident that we can employ our techniques to meet the goals of your project. Our approach has been successfully applied to a wide range of topics to educate and motivate audiences. State of the Art has produced a range of media on education, health, and contemporary history.

State of the Art products have been used in television broadcasts, professional staff development, clinical settings, support groups, corporations, schools, universities, training sessions, on the internet and private homes.

We make the leap between good ideas and change.

Our Services

State of the Art can see you through every step of the **communications, video, television and interactive** creation process, including:

- concept development
- content research
- communication strategies consulting
- marketing and outreach
- writing and scripting
- pre-production
- shooting
- site design and usability
- target audience tailoring
- post-production/delivery
- package development
- product branding
- dissemination
- outreach
- evaluation

Technical Expertise

Our multidisciplinary staff includes award-winning filmmakers, education and public health professionals, and interactive media specialists. We can provide a variety of services to develop **television, print materials and web modules**, including;

- content development for television, print and web/CD-Rom/ Interactive Simulations
- graphic design, functionality design and programming coordination for web/CD-Rom/ Interactive Simulations as well as user interface evaluation

To ensure the effectiveness and quality of our productions, State of the Art coordinates research and evaluation activities, including:

- subject recruitment
- key informant interviews
- focus groups (qualitative research)
- survey evaluation (quantitative research)

The scope of our work includes national campaigns involving print and public service announcements for television and radio; 30-minute, 60-minute, and multi-part productions for broadcast, home video productions for specific and general audiences; video news releases; and interactive web sites.

We also develop materials for teacher staff development, parent education and consumer health education.

Nationally Recognized Clients & Partners

State of the Art has proven, award-winning experience in video and television production, print publication, and web module development and has provided services to numerous government and private clients, including:

- National Cancer Institute
- National Institute of Mental Health
- National Institute of Nursing Research
- National Institute of Child and Human Development
- National Institute on Drug Abuse
- American Legacy Foundation
- National Education Association
- Annenberg Foundation
- George Lucas Educational Foundation
- Association for Supervision and Curriculum Development (ASCD)
- US Catholic Conference
- Joseph P. Kennedy Foundation

Broadcasting partners include:

- CNN-Cable News Network
- HBO-Home Box Office
- PBS-Public Broadcasting Service
- APT-American Public Television
- NAB-National Association of Broadcasters

We have had the opportunity to collaborate with such prominent organizations as:

American Academy of Pediatrics	National Black Leadership Initiative on Cancer
American College of Physicians Foundation	National Education Association
American Psychological Association	National Latina Health Network
American Cancer Society	National Medical Association
B'nai B'rith International	National Resource Center for Hispanic Mental Health
Center for the Advancement of Health	National Prostate Cancer Coalition
Child Welfare League	National Urban League
Mental Health America	100 Black Men of America
NAACP	Robert Wood Johnson Foundation
National Alliance on Mental Illness	Visiting Nurses Association
National Association of Broadcasters	
National Association for Home Care	

State of the Art Awards

Our programs have received many awards for achievement in filmmaking, including:

- Academy Award for Best Achievement in Documentary Short – “Educating Peter”
- Academy Award Nomination for Best Achievement in Documentary Short – “Autism is a World”
- Edward R. Murrow Award for Journalism
- Henry Hampton Award – Council on Foundations
- National and Local Emmy
- Network Silver & Bronze Apple
- New York Festivals World Medal
- American Academy of Nursing Media Award
- American Medical Association Freddie Awards
- Cable ACE Award
- Blue Ribbon, American Film & Video Festival
- Red Ribbon, American Film & Video Festival
- CINE Golden Eagle Awards
- CINE Best International Film Award
- Governor of Tokyo, Japan Prize
- Gold Award, Houston International Film Festival
- Silver Award, International Film & Television Festival of New York
- First Place, John Muir Medical Film Festival
- National Education Association Advancement of Learning Through Broadcasting
- Gabriel Award
- National ARC Media Award
- Caritas Society's St. Coletta Award
- Epilepsy Foundation of America Community Service Award

Quality Assurance

State of the Art uses qualitative and quantitative evaluation methodologies in the development of each project. Focus groups of target audiences review rough cuts of projects in development. We use the focus group data to revise materials so that the final products can best target our clients' needs.

Quantitative evaluation of each project measures the materials' effectiveness on target audiences. State of the Art works with clients to design the evaluation plan best suited to their needs and budget.

GSA

GSA Vendor:

GS-23F-0212M schedule 541 – media production services

GS-02F-0097R, schedule 69 – sale of proprietary prepared printed instructional materials, prepared audio and visual instructional material and multimedia program kits