



Macfadden utilizes cutting-edge technology and innovative approaches to design and deliver knowledge and information management solutions for key government decision makers. We capture critical real-time information to assess and respond to worldwide disasters, to monitor and evaluate program impact, and to develop innovative marketing and outreach strategies to maximize the effect of our clients' message.

Macfadden has extensive experience with producing specialized informational products to support the information requirements of USAID's Office of U.S. Foreign Disaster Assistance (OFDA) and Office of Transition Initiatives (OTI). Our streamlined approach has been tested and refined over many years of producing briefing materials, Geographic Information Systems (GIS) maps, and other specialized informational products.

MACFADDEN'S SUPPORT TO OFDA'S INFORMATION SUPPORT UNIT (ISU)

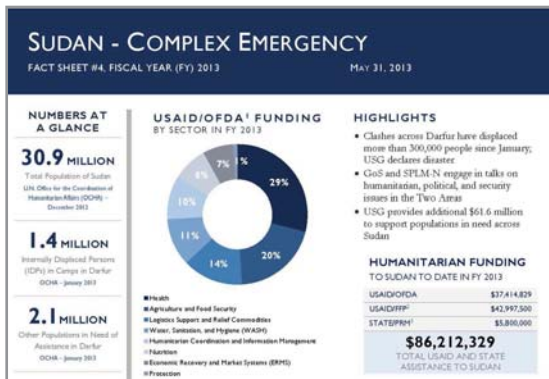
To support OFDA's need for rapid and reliable information support, Macfadden's information officers are able to produce specialized information products within the most challenging deadlines. We place an emphasis on training and quality assurance. Through our knowledge base and internal understanding of our clients' processes we are able to leverage available resources to generate a product quickly. We utilize stakeholder surveys to solicit feedback and collect suggestions to reshape our products. ISU members often deploy to disaster sites to collect and coordinate on-site public information management, serving as members of OFDA's Disaster Assistance

Macfadden information specialists prepare a variety of information products to include:

- › Fact Sheets
- › Updates and Situational Reporting
- › General Informational Requests
- › Annual Reports
- › Special Studies, Case Reports, and Briefings

In FY2011 Macfadden produced over 500 specialized Information Products.

Response Teams (DART) and Response Management Teams (RMT). During disasters, our information officers work closely with all DART team members and attend UN cluster meetings to collect and identify which information is important and create various reports that are used by U.S. Government, foreign governments, NGOs, and international organizations. Our responsiveness and ability to absorb direction and accommodate changes ensures that information on the fast changing conditions following a disaster is captured, produced, and circulated to those who need it.



In addition to producing core information products, Macfadden's information specialists routinely provide talking points and briefing materials and respond to general information requests from the President, the National Security Council, the State Department, the public, the media, Congress, and other USAID offices.

MACFADDEN'S SUPPORT TO OFDA'S CENTER FOR INTERNATIONAL DISASTER INFORMATION (CIDI)

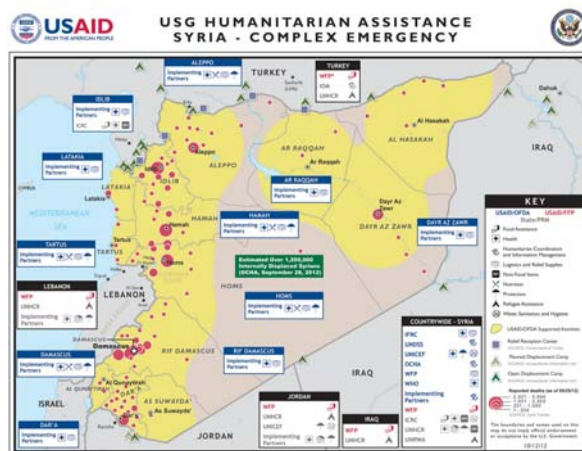
Macfadden's communication specialists have improved the quality, consistency, and effectiveness of DCHA offices' communications and outreach. Macfadden has significantly expanded CIDI outreach activities, redesigned their logo, website, and promotional materials and created a unified messaging strategy for all CIDI products and outreach. These initiatives include expanding the reach of social media campaigns and creating new publications for USAID on the best ways to raise funds and utilize material donations in response to international disasters. Through our robust social media efforts (CIDI maintains two Facebook pages, Twitter feeds, a YouTube channel, and a website) and proactive outreach campaigns, we monitor public and international donor opinions to ensure our materials target the right audiences. We continually update informational products and create new ones in order to stay ahead of the current trends and maintain preparedness to provide up-to-date materials at a moment's notice. Macfadden has also initiated and strengthened CIDI's working relationships with valuable partners including the Ad Council, InterAction, Red Cross, GlobalGiving, FEMA and others.

Macfadden's public information management and strategic communication capabilities include:

- › Defining communication goals and strategies
- › Identifying audiences for information dissemination and outreach
- › Providing technical advice on communications and publications
- › Design of information products that are visually appealing and widely accessible

MACFADDEN'S GIS SUPPORT TO OFDA AND OTI

Macfadden's OFDA and OTI-based GIS team is on-call to our government customers to provide awareness, expertise, and capacity in several core disciplines including cartography, GPS, remote sensing, modeling, deployment, and field support. Our GIS experts equip government agencies and the humanitarian community with GIS products that assist decision makers and responders to quickly and accurately assess a disaster's impact. In 2011, Macfadden produced over 1900 maps for disaster responses and risk reduction activities for use in various publications, briefings to the White House, Congress, and senior policy makers, supporting field operations including Disaster Assistance Response Teams and Response Management Teams. These materials provided decision-makers with critical information about impact areas, demographics, needs, and resource gaps to.



Our Areas of Expertise

- › **Mapping Services:** We specialize in custom client solutions for document publication. We merge the analytical capability of ESRI GIS and open source software with the flexible power of graphic design software packages such as Adobe® Illustrator® and Photoshop® to create publication quality maps.
- › **Remote Sensing Support:** We provide basic imagery support, conversion, interpolation, and analysis. We have developed processes for the commercial and government satellite and remote sensed data to aid in our mission to provide the best possible data and products to decision makers.
- › **Applications Development & Custom Programming:** Our programming staff are experts in developing applications based on industry-standard technologies. We specialize in applications development from the desktop to enterprise-wide solutions. We develop Enterprise GIS and Internet GIS applications using Python scripting language, MapObjects®, ArcObjects®, and ArcSDE® that integrate GIS and enterprise database systems.

Despite heavy workloads and multiple simultaneous disasters, our information specialists consistently meet all information requests. Our client has described our work as the “Gold Standard for Humanitarian Assistance Reporting Products.”

DELIVERING Results. EXCEEDING Expectations.

301.588.5900

info@macf.com

www.macf.com

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