

# US MEDIA SERVICES

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## Making Science Cool

Bet you've heard this one: "Girls hate math and science." Or: "For kids, math and science can't compete with video games and TV." True? Not at all, and to help ensure the future vitality of our nation's scientific endeavors, the National Science Foundation is creating a media campaign encouraging students to pursue careers in science and engineering. One portion of the project involves a series of documentary video profiles, which showcase young scientists and



engineers active at work, and at play, giving kids a "real world" look at potential career paths. US Media Services is working with NSF, crisscrossing the country with video cameras, meeting and interviewing some of America's most influential and fascinating young minds in science and engineering. Stay tuned for sneak peeks of the finished profiles.



## Navigating the PIV System



According to the Homeland Security Presidential Directive (HSPD-12) signed in 2004, all federal agencies must follow a government-wide identification process to prove their personnel's identity and verify their suitability for federal employment. This system is called the Personal Identity Verification (PIV) Process. The National Institute of Health has contracted with US Media Services to modify an

existing NASA web-training module for PIV. The training will present an overview of Homeland Security Presidential Directive HSPD-12 Personal Identity Verification.

## Multilingual Victim's Rights Materials

The Department of the Interior's Office of Law Enforcement and Security is creating assistance brochures and cards for victims of crime. This information is available in five languages to assist law en-



forcement officers and victims rights advocates responding to incidences of crime within the borders of DOI lands. The materials are being printed and distributed to several DOI bureaus by US Media Services.

## Guanella Pass Road Wins First Place!

### National Association of Government Communicators 2008 Gold Screen Award

The envelope, please... And the First Place "Gold Screen" Award goes to the Federal Highways Administration for "Guanella Pass Road - Thinking Beyond the Pavement." Guanella Pass Road winds its way twenty-four miles along the rugged and scenic Front Range of Colorado's Rocky Mountains. The video, produced by US Media Services,



Anistacia Barber with NAGC President, George Selby

explores the challenges of integrating Context Sensitive Solutions in the assessment and redesign of the road. Anistacia Barber, US Media Services Director of Development, attended the event as



a Blue Pencil/Gold Screen Awards judge and panelist, and was honored to accept the award on behalf of FHA and US Media Services.

# Keeping History Alive in Biscayne National Park



Although Biscayne National Park in Florida was established for its natural history, the cultural history of the area is just as rich and abundant. A valuable collection of the area's oral histories was recorded on cassette tapes and stored in the

park's archive, but some of the tapes were beginning to deteriorate and lose audio quality. In order to preserve these irreplaceable media assets, Biscayne NP selected US Media Services to

digitally restore and preserve the park's audio archival collection for future generations. State-of-the-art technologies and tools were utilized, such as Cedar Noise Reduction and 100-year archival CDs to safeguard this important piece of American history.



## Free Podcasts! Explore Bent's Old Fort NHS

Learn about Bent's Old Fort National Historic Site in southeastern Colorado, using a podcast as your personal guide. On the National Park Service web site, you'll find four different podcasts featuring interpreters in period clothing recreating the sights and sounds of Bent's Old Fort in the mid-19th century. These National Park Service podcasts, produced by US Media Services, are all free downloads, so visit <http://www.nps.gov/beol/photosmultimedia/podcasts.htm> and start exploring!



## How to Create an Effective Media Project

### *Part Two: Tell Me a Story*

In the first part of our series, we explored the importance of having a focused mission statement. Now, let's look at some ways to turn your mission statement into an engaging story.

Who will tell the story? It may be appropriate to have a high school-age celebrity be a spokesperson on a poster for middle school students. A well-respected industry expert might be a good choice to provide podcast narration for a structural engineering training program.



Are you creating an interpretive video, web site, brochure, or display? Whichever medium you choose, drama, comedy, and point/counterpoint can all be effective storytelling techniques. Storytelling tools such as graphic design, computer generated imagery, music, and interview sound bites are all part of the storyteller's palette. Important note: whatever tools and techniques are used, remember to reinforce the project mission statement.

In the final part of the series, we'll look at some innovative production techniques that can help you tell your story and stay true to your mission statement.

**FY'08**  
RMRC is accepting year-end funds through September 30th.



## Current/Recent Clients

National Science Foundation  
US Army  
Department of the Interior  
National Park Service  
Department of Transportation

Bureau of Reclamation  
US Army Corps of Engineers  
US Air Force Academy  
Department of Homeland Security

## What We Do

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Event Documentation • **Design** • 508 Compliance • **PodCasts**  
Exhibit Design • **Websites** • Outreach Development

## Simple-FAST-Convenient

US Media Services is a small business, Prime Contractor with RMRC. RMRC is Rocky Mountain Regional CASU (a Cooperative Administrative Support Unit), which is a federal government entrepreneurial program providing Assisted Acquisition Services to federal government agencies and the military anywhere in the country.

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