



The following is an explanation of the media booking services District Media Group (DMG) can offer for a trial period of 3 months in 2019.

EXECUTIVE SUMMARY

District Media Group has over a decade of experience helping people communicate. We offer a customized strategy to every client, but often lean on a rapid response approach given the frantic pace of today's media landscape. We give attention to best practices for media interviews and public speeches as well as focus on the implementation of approved talking points and pivot statements for tough questions.

Similar to training, DMG's earned media efforts are client-dependent. Our established producer and reporter relationships as well as experience booking for a selection of organizations enables us to position clients in print, and on radio and TV, to educate viewers and boost recognition of current issues, initiatives, and campaigns.

DMG's client base includes Members of Congress, committee staff, agency administrators, national and state-based policy organizations, state legislators, journalists, scholars, and entrepreneurs.

SERVICES

Media Booking

Through our established contacts and experience booking for like-minded individuals and organizations, DMG will help Chairman Hood acquire earned media in order to educate viewers and boost recognition of current issues, initiatives, and campaigns.

(b)(4); (b)(5)

BUDGET

DMG charges (b)(4)
(b)(4)

DISTRICT MEDIA GROUP

By: (b)(6)

Name: Beverly Hallberg
Title: President

Address:
611 Pennsylvania Ave, SE, #106
Washington, DC 20003

Attention: Beverly Hallberg
Email: (b)(4); (b)(6)

NATIONAL CREDIT UNION ADMINISTRATION

By: **JOHN ZIU**  Digitally signed by JOHN ZIU
Date: 2019.07.10 13:41:58 -04'00'

Name: _____
Title: _____

Address:
1775 Duke Street
Alexandria, VA 22314

Attention: _____
Email: _____

CONTACT

www.DistrictMediaGroup.com

(b)(4); (b)(6)

District Media Group
611 Pennsylvania Ave, SE, #106
Washington, DC 20003

WHO WE ARE



BEVERLY HALLBERG // President

Beverly Hallberg is the founder and president of District Media Group. An expert media coach, lecturer, and public speaker with more than 18 years of experience, she has trained Members of Congress, CEOs, policy wonks, reporters, non-profit and movement leaders, and politicians. Beverly is a guest columnist for the Daily Signal, Washington Examiner, and The Hill, and is a frequent contributor on Fox News and CNN. She is also the co-host of the Filler Words podcast. Beverly lives on Capitol Hill with her English bulldog and is a Golden State Warriors fanatic.



RACHEL PHILLIPS // Operations Director

Rachel is responsible for all tasks related to client service, general accounting, financial reporting, administrative, and personnel functions. Previously, Rachel served as the Director of Political and Communications Training at the Leadership Institute where she oversaw the coordination of more than 400 trainings. She supervised curriculum development, attendee recruitment, and general training logistics. Rachel is a proud Midwesterner and graduate of Hillsdale College.



INVOICE

BILL TO

National Credit Union Admin
1775 Duke St
Alexandria, VA 22314
United States

INVOICE # DMG (b)(4)
DATE 11/15/2019
DUE DATE 12/15/2019
TERMS (b)(4)

ACTIVITY	QTY	RATE	AMOUNT
Media Booking			6,000.00
Media Training		(b)(4)	2,400.00
Studio Rental			413.00

BALANCE DUE

\$8,813.00