



**MEDIA FOR SOCIAL ADVOCACY ACTION**  
**[WWW.SPARKMEDIA.ORG](http://WWW.SPARKMEDIA.ORG)**

- ⇒ *Communicating a message with impact takes imagination, creativity, and know-how.*
- ⇒ *Spark Media offers a continuum of services to help you make an impact, beginning with a sharp focus on your ideas.*

## **IDEAS**



- Conceptualizing and crafting effective messages
- Outlining clear media and outreach strategies
- Identifying your target audience
- Partnering on projects and campaigns, from proposal to distribution

## **IMAGES**



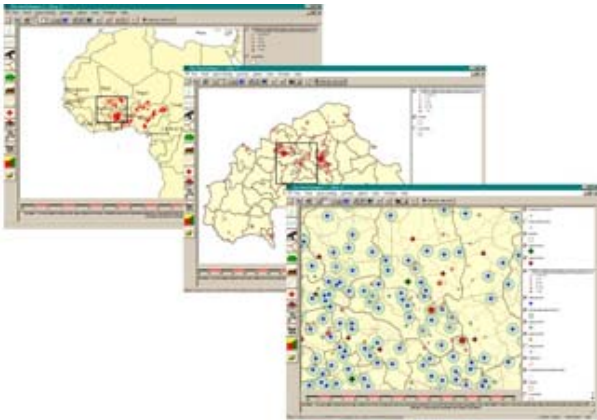
- A cost-effective and tailored multi-media approach
- Organization and campaign branding to promote instant recognition of your messages and image, now and in the future
- Original programs with impact
- Documentaries, Public Service Announcements, Video and Audio News Reports, Releases, Radio, Training and Promotional Videos, Web Streaming, DVD, CD, Satellite, and more

Customized programming created for your needs — whether for broadcast, conferences, fundraising, or presentations

Repurposing or refreshing existing programs for higher efficiency

Ethnic and cultural sensitivity, local emphasis, national or international

## CHANGE



Strategic planning of programs, outreach and distribution for effective, positive change

Staggered releases via complimentary platforms for high message saturation and sustained effect

Proven results in the U.S. and abroad

Monitoring and reporting using the most up-to-date tracking methods

Measurable results

*Spark Media's staff brings years of dynamic experience to producing compelling, thought-provoking work. Since Spark's founding in 1989, our primary emphasis has been social issue programming and advocacy — with cultural sensitivity, in multiple languages, and for organizations big and small.*