



AGENCY CREDENTIALS

ASHAY MEDIA GROUP
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Brooklyn, NY 11232
PH: 718.625.5133
EMAIL: ashay@ashay.com

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ideas-led — strategists :: content creators :: brand builders

WHO IS ASHAY?

ASHAY is a boutique ideas+branding agency specializing in building culturally relevant and meaningful campaigns that connect with and convert diverse target markets.

WE SPEAK IN CULTURE

HUH? What does that mean? African Americans, Gays & Lesbians, Latinos; these are some examples of ways in which we've designed campaigns and messaging that speak to consumers in a culturally relevant way, leading to fantastic results for our clients.

Nestled in, arguably, New York City's best borough — Brooklyn, since 1997, Ashay's talented team consists of creatives in design, technology, music and broadcast. We're like an ideas factory... striving to churn out the most inspiring, sticky and compelling creative imaginable to inspire the kind of loyalty that turns your customers into evangelists for your brand. That is the kind of love that drives sales and builds relationships that last.

WE BELIEVE

- in love
- in fun as a mandate
- in diversity
- in the power of media
- integrity is not negotiable
- hope & change trump ignorance & fear
- arbiters of fashion, design and pop culture are probably not sitting in a general market space... yes, we said it. snap!
- reaching influencers and keeping them engaged = the holy grail

CERTIFICATIONS

M/WBE
NMSDC

WHAT WE DO

» Strategy

Everything starts with strategy. Who are your users? What do they want? A healthy amount of research, conversation, questions and discussion help us tease out and get to the core of how best to connect your brand with its niche of henceforth, life-long, loyal brand 'evangelists'.

» Branding

We believe that brands are living, breathing things. They have a soul and a belief system. As such, brand identities deserve the same amount of care and attention that other living things do.

» Design + Technology

High impact design meets well thought out and carefully constructed user experience.

Our design and technology teams work collaboratively to create digital and interactive solutions. We utilize Agile methodologies and open source technologies such as Drupal to build powerful CMS solutions, micro-sites and event and product launch digital promotions.

Content — Print :: web :: broadcast :: social

Our content and editorial teams work to develop a strategy that defines all aspects of content across multiple media. Copywriting, script development for branded content, image sourcing, graphics production, photo and video shoots are a few ways we help clients develop brand experiences that build loyalty and engagement.

OUR FULL CAPABILITIES

- | | | |
|------------------------|-------------------------------|------------------------------|
| + Creative Strategy | + Corporate Identity | + Art Direction |
| + Design Strategy | + Creative Direction | + Brochure |
| + Content Strategy | + Style Guides | + Collateral |
| + Social Strategy | + Film / Video | + Logo |
| + Positioning | + Copywriting + Screenwriting | + Packaging |
| + Audience Personas | + Concept+Ideation | + Poster + Print |
| + Stakeholder Research | + Editorial | + Web Sites |
| + Competitive Analysis | + Content Curation | + Applications |
| + Behavior Testing | + Content Licensing | + Mobile (iPhone, Android) |
| + Measurement | + Post Production | + Usability Testing |
| + Brand Development | + Music | + Project Management |
| + Brand Positioning | + Photography | + Content Management Systems |
| + Brand Identity | | + Social Media |
| | | + Email Marketing |



WORK SAMPLES

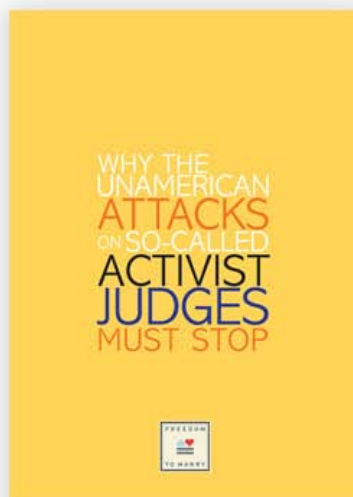
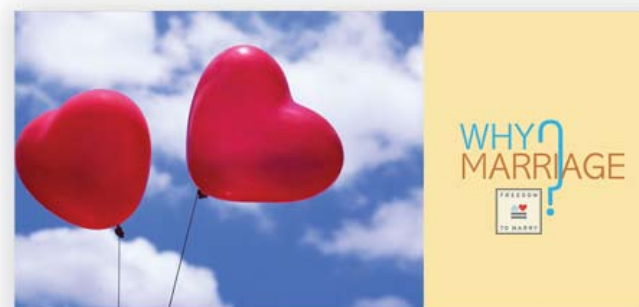
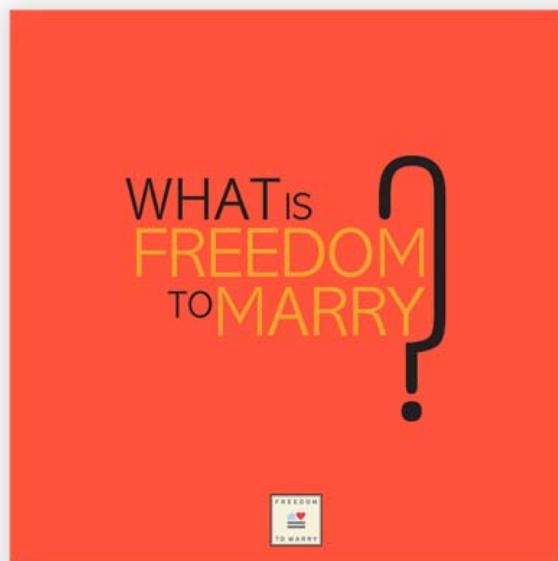
The Ashay team believes that brands are living, breathing entities; they have a soul and a belief system.

We're proud of the achievements of our team – every project we deliver is given the utmost care & attention. The following is a hand-picked selection of some of our recent projects that provide an insight into our creative output.

Take a look inside and see the love. . .

CLIENT: FREEDOM TO MARRY
PROJECT: WHAT IS FTM?

Re-Branding Campaign



CLIENT: IFETAYO
PROJECT: EMAIL CAMPAIGNS

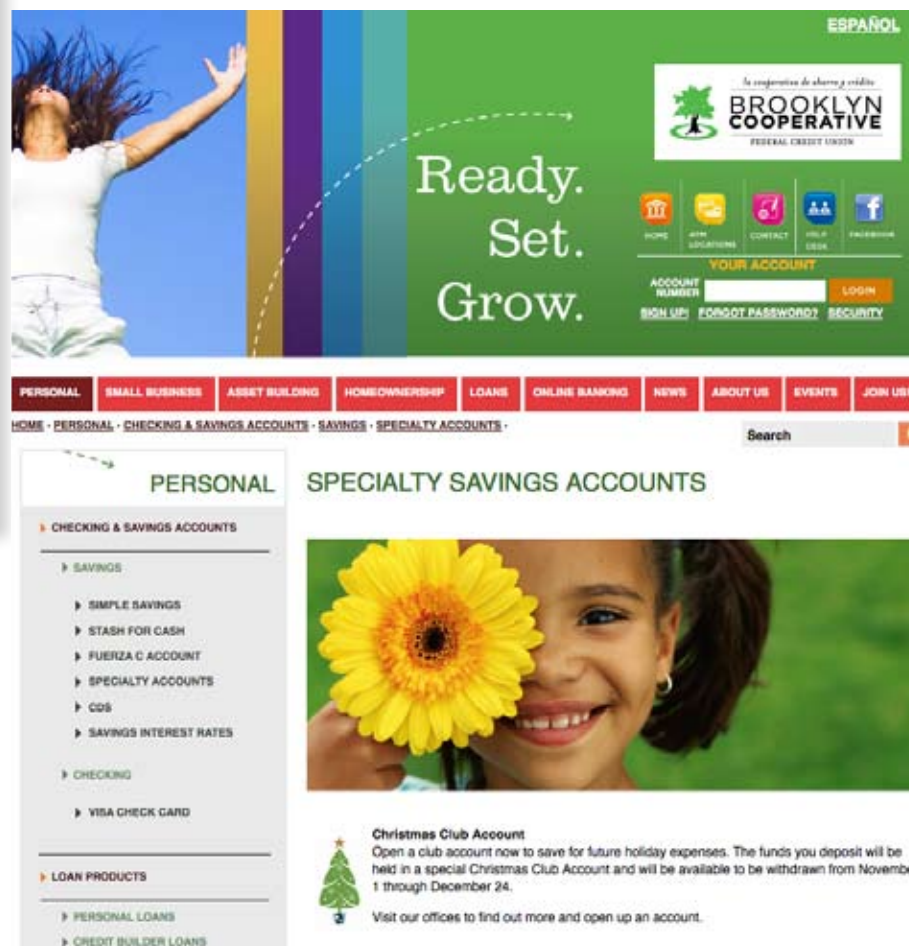
Branding: Various Email Campaigns





CLIENT: BROOKLYN COOPERATIVE
PROJECT: READY. SET. GROW

Branding, Site Design, Drupal CMS Development



CLIENT: BROOKLYN COOPERATIVE
PROJECT: READY. SET. GROW

Posters & Postcards



Personal Banking Solutions—Grow With Us

- » Visa Check Cards And Allpoint National ATM Network
- » Free Online Banking
- » Free Mobile Text Messaging
- » Overdraft Protection And Online Bill Pay
- » Free or Low-Cost Tax Preparation
- » Financial Education Workshops

Ready. Set. Grow.

Just \$15 to Join Us Today

Visit or call us at 718.418.8232 to find out more.



WWW.BROOKLYN.COOP




Asesoría Financiera Gratuita

Nuestros Expertos Asesores Financieros Están Listos Para Trabajar Junto a Usted. Pueden Ayudarlo a:

- » Mejorar su Puntaje de Crédito
- » Aprender Cómo Administrar Deuda
- » Generar un Presupuesto Personal, y Más

Ofrecemos asesoramiento financiero individual a todos los miembros de la comunidad.

Llame al 718.418.8232 para concertar una cita.

¿Listos? A Crecer.



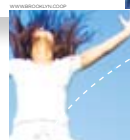
WWW.BROOKLYN.COOP




Move Your Money And Enjoy The Rewards

- » Classic banking services
- » Excellent rates
- » Asset building programs
- » Your money invested in your community

Ready. Set. Grow.

Traslade Su Dinero y Disfrute las Recompensas

- » Servicios financieros clásicos
- » Excelente tasas
- » Programas de generación de activos
- » Su dinero invertido en su comunidad

¿Listos? A Crecer.



WWW.BROOKLYN.COOP



CLIENT: CUNY
PROJECT: M/WBE CONFERENCE:
PARTNERS IN SUCCESS

Website - Home and Internal



Procurement: Commodities, Services & Construction



Welcome to cunybiz.com

Entering the public procurement sector can seem overwhelming but CUNY and CUCF are working to make the process easier.

For owners of Minority and Women-owned Business Enterprises (M/WBE), doing business with CUNY's 23 colleges, graduate schools and other learning institutions and CUCF represents the potential for increased revenue and business growth.

Partners in Success



REGISTER TODAY!

Attend this free Conference to learn about M/WBE Certification, help meet participation goals and realize your potential for increased revenue and business growth.

[Click here >>>](#)

Procurement Process/Overview



Purchasing and Contracting Opportunities

Speed Networking



Conference Registration



Business Information

* Company Name:

* Type of Business:

Additional Specialties you wish the College to know about:

* Street Address:

* City:

* State:

* Zip:

Business Contact

* First Name:

* Last Name:

Title:

* Email:



Email Signup

Email:

First Name:

Last Name:

Title:

Type of Business:

Register Today!

Learn how to become certified as a Minority or Women-Owned Business Enterprise



CLIENT: CUNY
PROJECT: M/WBE CONFERENCE:
PARTNERS IN SUCCESS

Branding: Invite and Program Booklet, Event Signage



The Roadmap for Success
Research, Analyze, Collaborate and Execute

Business Opportunity Expo 2011
Thursday, June 16th

THE COUNCIL
New York & New Jersey Minority Supplier Development Council, Inc.

Our Expo | Speakers | Workshop | Expo Pricing | Sponsorship | Schedule | Registration | Events | NY NJ Council | Directions

Expo 2011 is One Week Away!
Did You Register Yet?

The New York & New Jersey Minority Supplier Development Council's 2011 Business Opportunity Expo!

Register Now!

PHOTOS WITH PROFESSIONALS ON LOCATION

Roadmap for SUCCESS

We Welcome Our Expo Master of Ceremonies

MC
Ben Aaron
NBC Correspondent

Ben got his first taste of the entertainment business as a young DJ, hosting parties and spinning vinyl for New York City crowds, which eventually led to a weekly hosting gig at a Connecticut area radio station.

While attending Emerson College, Ben fell in love with television, developing several new shows for a Boston television station. From there, he went to the West Coast, hosting various radio and television shows. [More>>>](#)

EXHIBITION AND SPONSORSHIP

Interested in exhibitor & sponsor opportunities?

[CLICK HERE TO LEARN MORE ABOUT EXHIBITOR OPPORTUNITIES](#)

EXPO PRICING

* Conference Registration
* Exhibitor Packages
* Promotional Opportunities
* Ad Rates

[CLICK HERE FOR PRICING DETAILS](#)

See Who is Participating!

Don't Miss your Opportunity To Meet the following companies..... Business Opportunity Expo 2011 Partial Participants to date.....

Adco USA, Inc.	Mindshare
American Airlines	Morgan Stanley
AT&T	National Grid USA
Bank of America Corporation	New Jersey Transit Corporation
BDO New York	New York City Department of Small Business Services
BNY Mellon	New York City School Construction Authority
Business Consortium Fund	New York Life Insurance Company
Capital One	NMSDC
Corporate Protective Company	Novartis Pharmaceuticals Corporation

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Business Consortium Fund	New York Life Insurance Company
Capital One	NMSDC
Corporate Protective Company	Novartis Pharmaceuticals Corporation

CLIENT: NYNJ COUNCIL
PROJECT: BUSINESS EXPO 2011

Branding: Email Campaign + Website

The Roadmap for Success
Research, Analyze, Collaborate and Execute

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* Ad Rates

[CLICK HERE FOR PRICING DETAILS](#)

See Who is Participating!

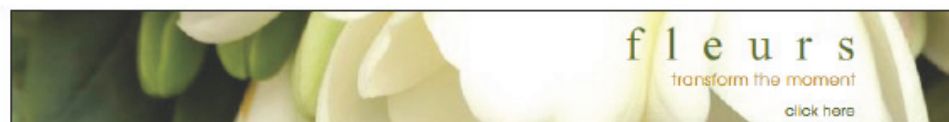
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BNY Mellon	New York City School Construction Authority
Business Consortium Fund	New York Life Insurance Company
Capital One	NMSDC
Corporate Protective Company	Novartis Pharmaceuticals Corporation

VARIOUS BANNER ADS

View Online: <http://www.ashay.com/worksamples/>

Banner Ads



For AURN.com
Toyota



TotalDevPro.com

Join our growing community of forums and blogs.

Ask Questions.

Find answers.

SEARCH.
FIND.
RANK.

Everything Microsoft Developer.



CLIENT: ROXANNA FLOYD
PROJECT: ONLINE BRANDING

Branding: Interactive Website



CLIENT: AMERICAN URBAN RADIO NETWORKS
PROJECT: PROMOTIONAL MICROSITES

Design and Layout for Kool-Aid and Tyler Perry Microsites



Kool-Aid
 AURN FAMILY FUN SWEEPSTAKES!

AURN
 ENTER
 RULES
 PRIZES
 TELL A FRIEND

FAMILY FUN SWEEPSTAKES

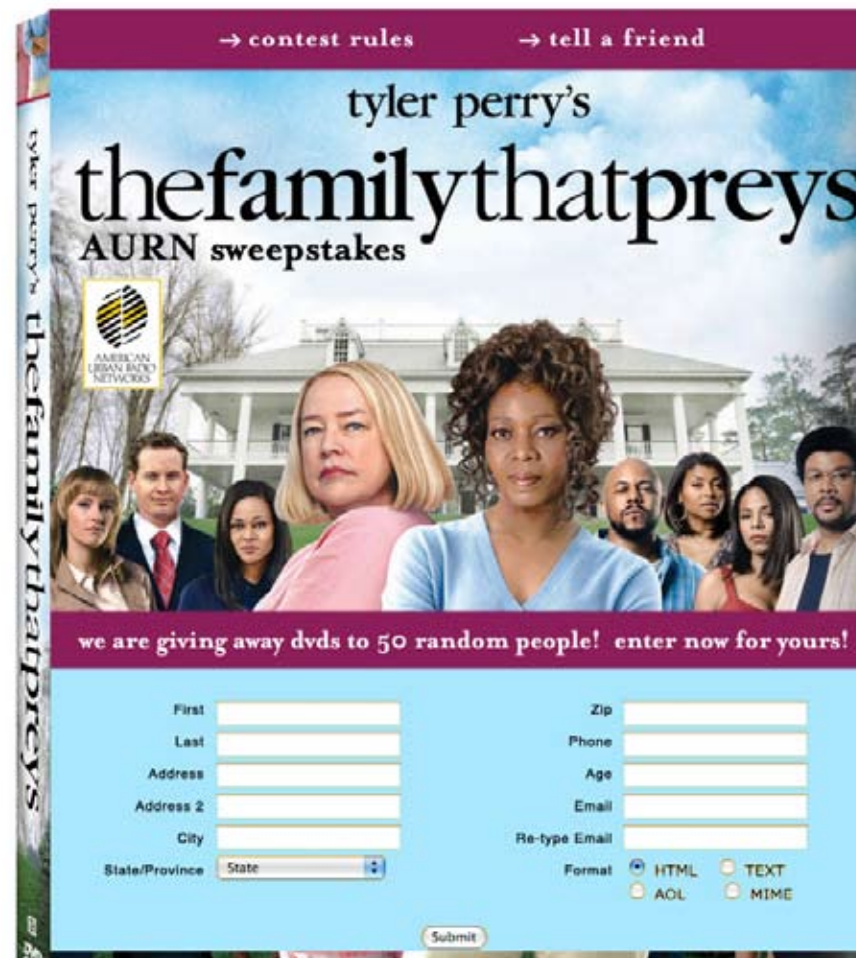
Entries will be declared to be made by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. [Read More](#)

ENTER NOW!

First Last
 Address Address 2
 City State/Province

Zip Phone
 Age Email
 Re-type Email

Format ☒ HTML ☐ TEXT
☐ AOL ☐ MIME



→ contest rules → tell a friend

tyler perry's
thefamilythatpreys
 AURN sweepstakes

we are giving away dvds to 50 random people! enter now for yours!

First Last
 Address Address 2
 City State/Province

Zip Phone
 Age Email
 Re-type Email

Format ☒ HTML ☐ TEXT
☐ AOL ☐ MIME



A Production of Dance, Drama and Culture

The West African proverb "Tell me whom you love, and I'll tell you who you are" perfectly reflects the message of Ifetayo's 21st year Annual Performance "Soldiers of Love." We look around us and we see the images of ourselves in our children and our people. Like soldiers, committed to building for the future to uphold that which is most dear to us; we readily prepare and arm ourselves with the ancient traditions of Africa through arts and culture as a means to heal and develop our communities. And most of all, with love, to ensure our unity and vision for success.

Saturday, June 12th, 2010, 7PM
Ifetayo's 21st Annual Performing Arts Youth Presentation
"Soldiers of Love"

Walt Whitman Theater at Brooklyn Center for the Performing Arts
 2900 Campus Road & Hillel Place, Bklyn, NY

Celebrating 21 years of artistic and cultural excellence, healing and community building! Join us for this amazing performance by our youth, teachers and guest artists.

Admission: \$25 orchestra / \$20 Mezzanine / \$15 Balcony

Performances in Brooklyn (limited seating)
 Post-Performance Reception



629A East 38th Street
 Suite #2
 Brooklyn, NY 11203
 www.ifetayo.org

NON-PROFIT ORG.
 US POSTAGE
 PAID
 BROOKLYN, NY
 PERMIT #80

CLIENT: IFETAYO
PROJECT: SOLDIERS OF LOVE

Branding: Event Invite Design, Poster and Merch



CLIENT: CATALYST
PROJECT: AD SERIES

Ad Campaign



**There Are Talented Women
All Around You.**

You won't benefit from women's talents unless you recognize them. Imagine your advantage if you developed your entire workforce.

Expanding opportunities for women and business

www.catalyst.org



**They're
not hiding.**

You're not seeking.



**Talented women are all
around you.**

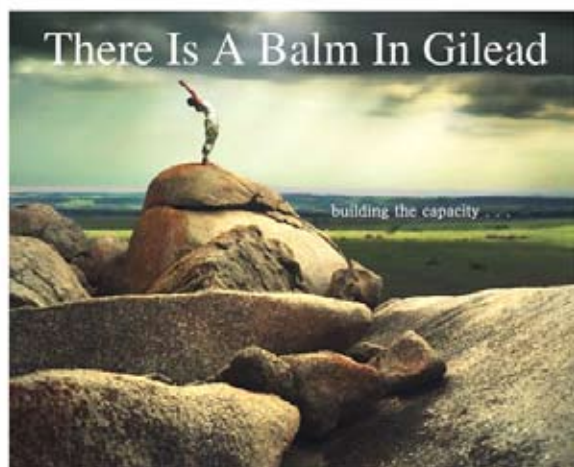
**Increase your
bottom line by investing
in them.**

Expanding opportunities for women and business

www.catalyst.org



There Is A Balm In Gilead



building the capacity . . .

BALM IN GILEAD
INC.

The Balm in Gilead, Inc.™ is a not-for-profit, non-governmental organization with an international mission to stop the spread of HIV/AIDS throughout the African Diaspora by building the capacity of faith communities to provide services, HIV/AIDS education and tubercle support networks for all people living with and affected by HIV/AIDS. The Balm in Gilead's programs include:




The African HIV/AIDS Faith Initiative

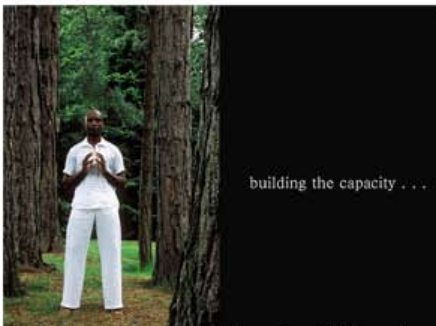
For more information on these or any other programs at The Balm in Gilead, call 888-225-6243 or log onto our website at www.balmingilead.org.

CLIENT: BALM IN GILEAD
PROJECT: BUILDING THE CAPACITY CAMPAIGN

Print ad series

building the capacity . . .

There Is A Balm In Gilead



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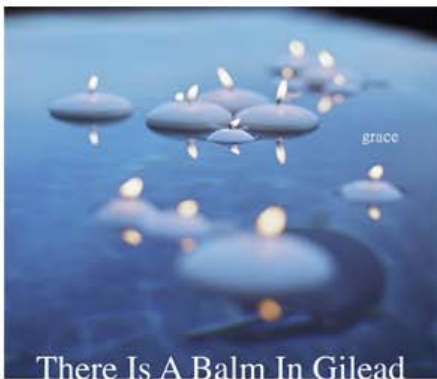



THE AFRICAN HIV/AIDS FAITH INITIATIVE

For more information on these or any other programs at The Balm in Gilead, call 888-225-6243 or log onto our website at www.balmingilead.org.

grace

There Is A Balm In Gilead



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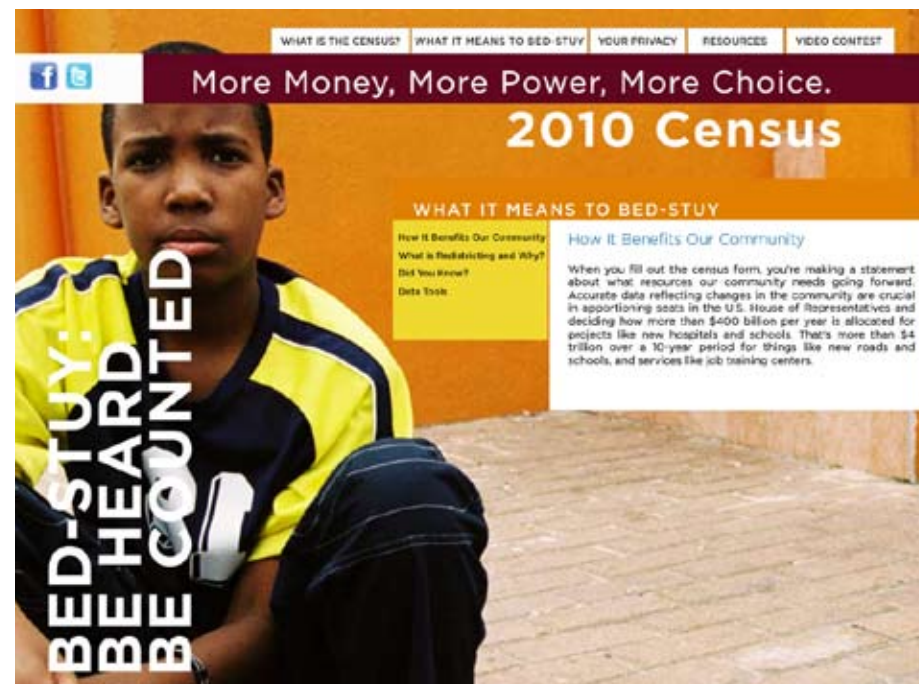
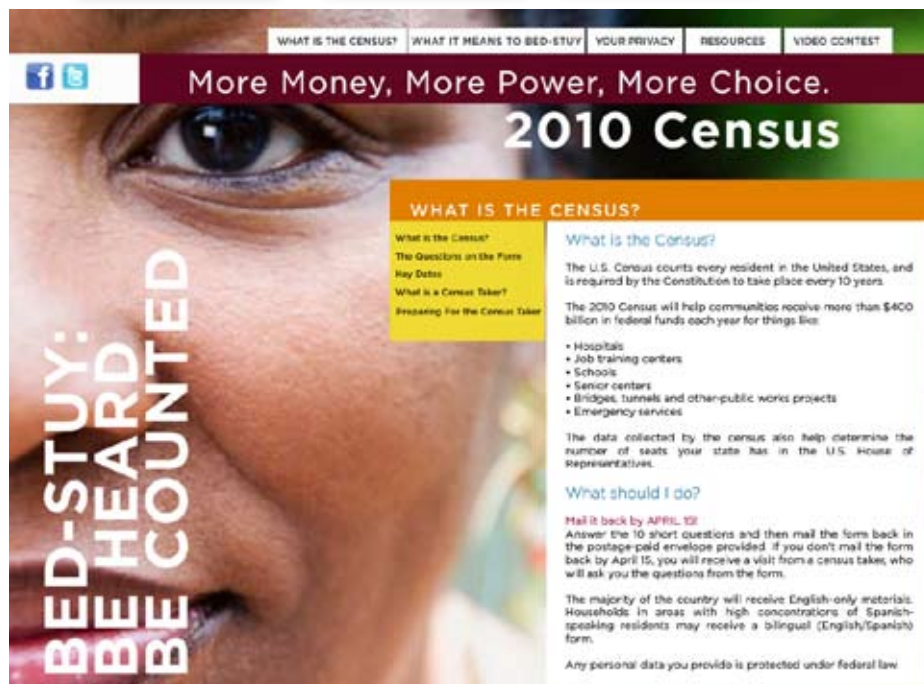
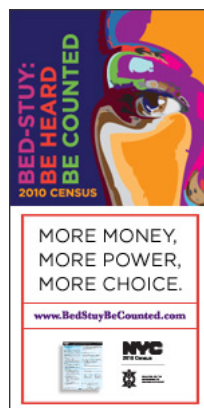

The African HIV/AIDS Faith Initiative

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BALM IN GILEAD
INC.

CLIENT: CENSUS 2010
PROJECT: BED-STUY: BE HEARD
BE COUNTED

Branding: Web Site and Web Banners





MORE MONEY, MORE POWER, MORE CHOICE.

NYC
2010 Census

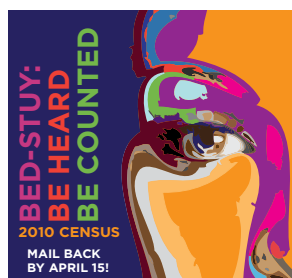


Being counted means more political power and money for our community including: health care / schools / job training.

Fill out the 2010 Census form, include everyone staying with you and mail it back immediately- but no later than April 15, 2010.

It's easy, safe and confidential.

www.BedStuyBeCounted.com



MORE MONEY, MORE POWER, MORE CHOICE.

NYC
2010 Census



Being counted means more political power and money for our community including: health care / schools / job training.

Fill out the 2010 Census form, include everyone staying with you and mail it back immediately- but no later than April 15, 2010.

It's easy, safe and confidential.

www.BedStuyBeCounted.com



2010 CENSUS BED-STUY: BE HEARD BE COUNTED

Bed-Stuy: It is not too late to be counted for the Census.

If you did not return a Census form by mail a Census Taker will visit your home from April 2010 through July 2010 to ask the questions on the Census Form.

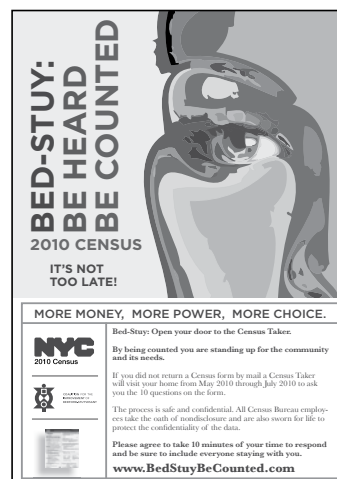
The process is safe and confidential. All Census Bureau employees take the oath of nondisclosure and are also sworn for life to protect the confidentiality of the data.

Please agree to take 10 minutes of your time to respond and be sure to include everyone staying with you.

When you participate in the 2010 Census, you're making a statement about what resources our community needs going forward. Accurate data reflecting changes in our community are crucial in apportioning seats in the U.S. House of Representatives and deciding how more than \$400 billion per year is allocated for projects like new hospitals, schools and job training.

**More Power, More Money, More Choice.
Bed-Stuy: Be Heard Be Counted**

www.BedStuyBeCounted.com



MORE MONEY, MORE POWER, MORE CHOICE.

NYC
2010 Census



Bed-Stuy: Open your door to the Census Taker.

By being counted you are standing up for the community and its needs.

If you did not return a Census form by mail a Census Taker will visit your home from May 2010 through July 2010 to ask you the 10 questions on the form.

The process is safe and confidential. All Census Bureau employees take the oath of nondisclosure and are also sworn for life to protect the confidentiality of the data.

Please agree to take 10 minutes of your time to respond and be sure to include everyone staying with you.

www.BedStuyBeCounted.com

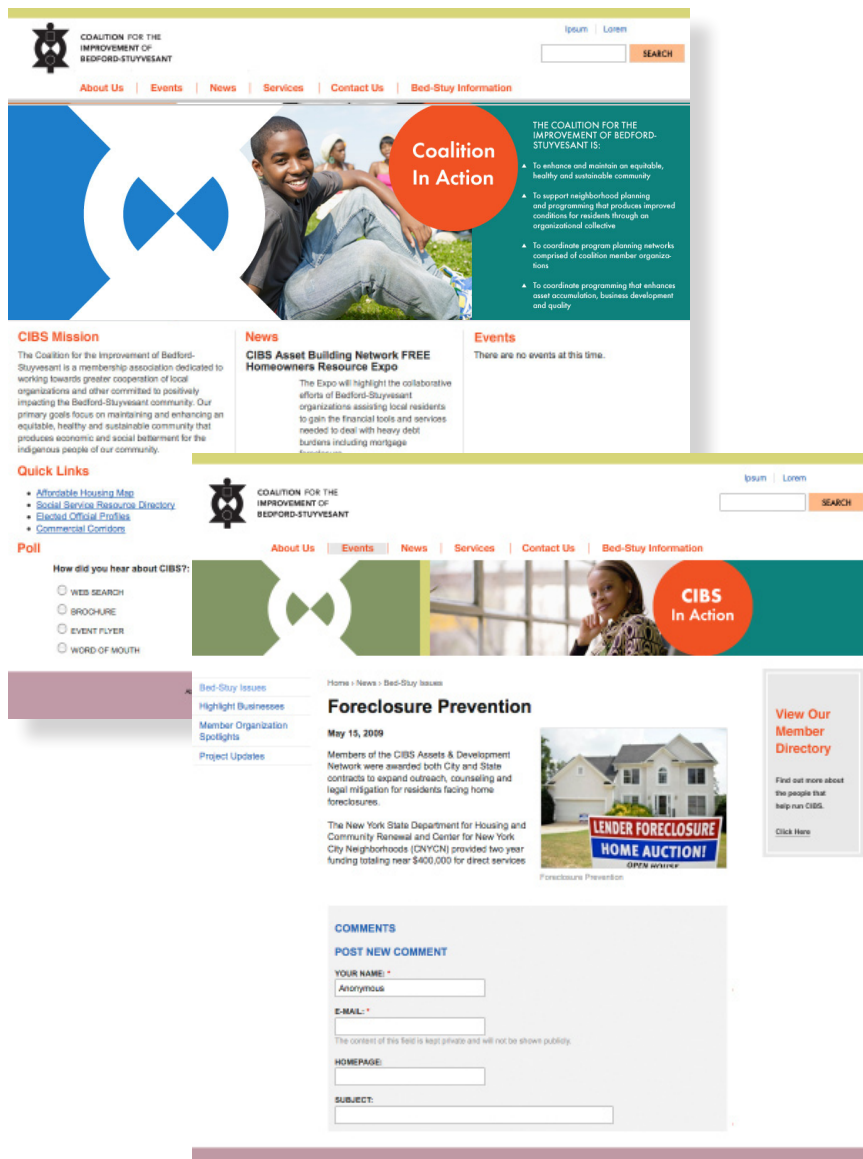
CLIENT: CENSUS 2010
PROJECT: BED-STUY: BE HEARD BE COUNTED

Branding: Campaign ID, Micro site, Palm Cards, Ad, Web Banners, T-shirt



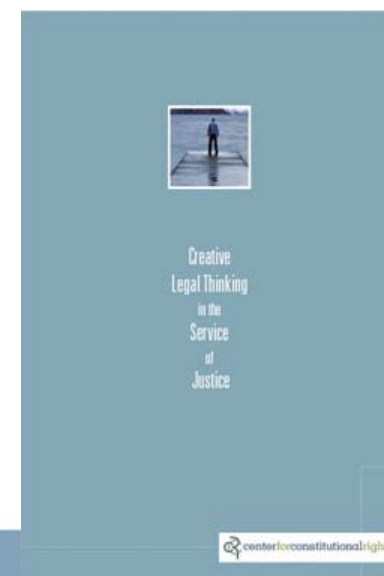
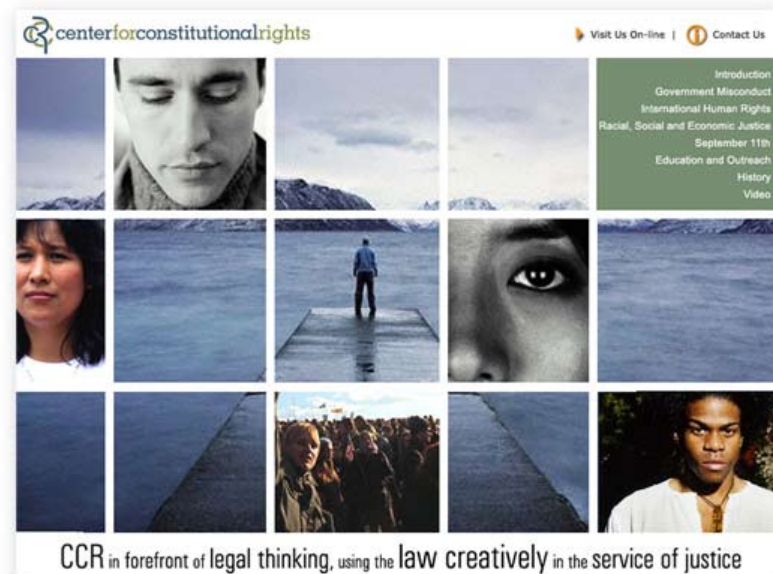
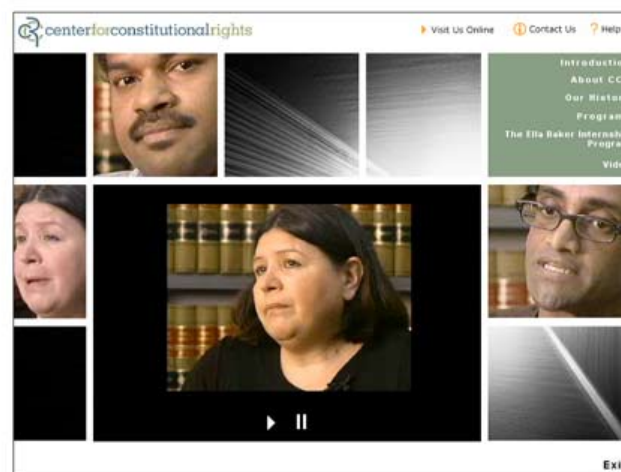
CLIENT: CIBS
PROJECT: WEBSITE

Web Site - home + internals, Web Banners



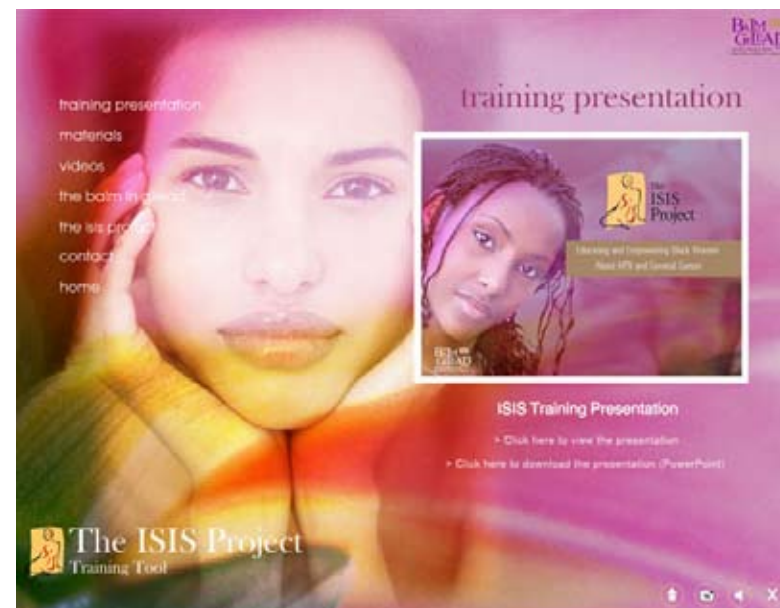
CLIENT: CENTER FOR CONSTITUTIONAL RIGHTS
PROJECT: BROCHURE + INTERACTIVE DVD

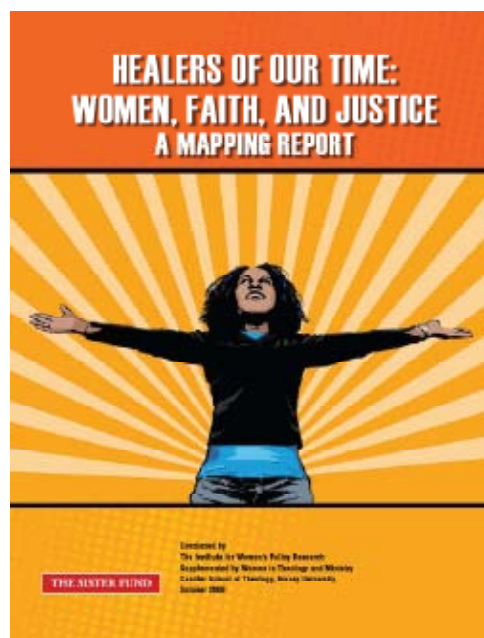
Brochure, Interactive DVD



CLIENT: ISIS PROJECT
PROJECT: TRAINING TOOL

Training DVD design





CLIENT: THE SISTER FUND
PROJECT: THE HOT STUDY

Book Design & Custom Illustrations



Appendixes

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case studies

The ISIS Project
Radio One Inc.
Ifetayo Cultural Arts
CUNY



Connecting your brand to digital users?

We mobilize our “Digital Team” to place your brand across all digital platforms where your customer congregates. At events, we connect your brand to your customer in text, videos, music, contests and live experiences.

We kick off your marketing campaign across all digital channels in a way that is relevant, respectful, welcoming and lasting and deliver results you can measure.

You keep your customer

Engaged

Excited

Passionate

Rewarded

Our projects have included, but are not limited to brand development, websites, extranet sites, contesting, CD/DVD ROM presentations, mobile, events, SEM, original content creation, planning and strategy.

The Challenge



Create a brand strategy and an integrated awareness campaign for The ISIS Project, an HPV and cervical cancer initiative targeting African American women on the need for regular screening to ensure early diagnosis and treatment.

African American women have the highest cervical cancer death rate of any group of women and die at twice the rate of white women. Research showed that lack of information, affordable health care and a distrust of the medical industry contributed to the problem.



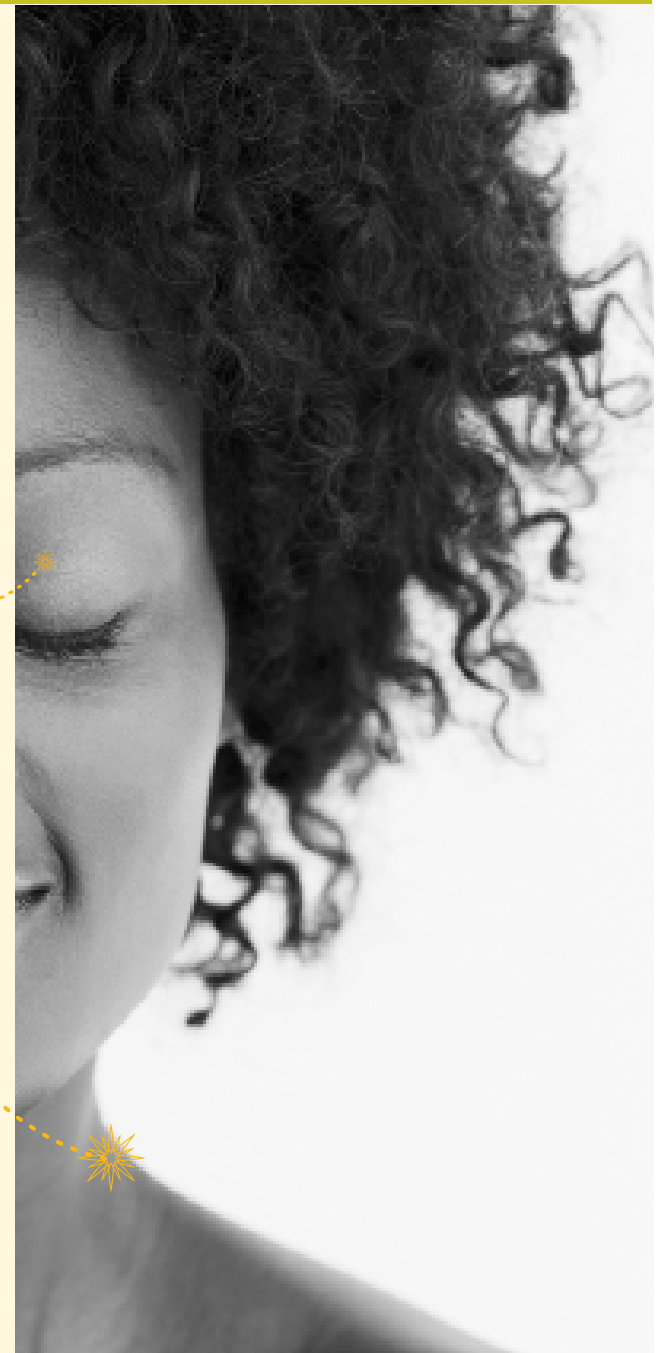
The Solution

Take advantage of the trust, respect, nurturing, emotional connection and word of mouth influence among African American women. Empower them with the information about HPV and cervical cancer and encourage them to educate each other. Speak to them with understanding while developing creative initiatives that allow them to see themselves, their sisters, their mothers and their daughters as someone they could help. The campaign: "Spread the Word! Save A Sister!"

During a two-year period, Ashay developed an interactive web site with iconic representations of women of all ages, a promotional video, email campaign with screensaver download, mobile extension of website with alerts and wall paper download, print advertising, campaign posters, postcards and a training video and public relations campaign among Urban radio stations, local TV and cable networks and newspapers to support the educational community seminars featuring local health providers in five (5) cities.

Services Utilized

- Strategic Planning
- Branding
- Interactive Website Development
- Email Campaign
- Public Relations Campaign
- SMS Mobile Campaign
- Print Advertising
- DVD Creation
- Video Production
- Visual Design
- Custom Application Development





[Home](#) | [ISIS Project](#) | [Spread the Word! Save A Sister!](#) | [The Female Soul and Spirit](#) | [Learn About Cervical Cancer](#)
[Community](#) | [Press](#) | [About The Balm In Gilead](#) | [Support the ISIS Project](#)



Spread the Word! Save A Sister!



As the next phase of The ISIS Project, The Balm In Gilead has developed a cervical cancer awareness campaign called Spread the Word! Save A Sister! The campaign is supported by media and free educational sessions within each of the following cities: Washington, DC, Miami, Houston, Montgomery, Oakland, Chicago, Greensboro, St. Louis, Greenville and Pittsburgh.

[more >](#) | [download materials >](#)



Stories of Survival

My story of survival is about surviving lack of knowledge. My grandmother passed away from cervical cancer, not because she was not aware of her body or that she did not have the HPV test done.

She died because she chose not to tell us about her illness and before we knew it. . .

[more >>>](#)



The Female Soul and Spirit

The mission of the ISIS Project is to educate and empower Black women about cervical cancer and HPV, and provide them with information on the need for regular screening to ensure early diagnosis and treatment.

[more >>>](#)

Did You know?



The incidence rate of Cervical cancer among African American women is 50% higher than that of white women.



[Home](#) :: [ISIS Project](#) :: [Spread the Word! Save A Sister!](#) :: [The Female Soul and Spirit](#) :: [Learn About Cervical Cancer](#)
[Community](#) :: [Press](#) :: [About The Balm In Gilead](#) :: [Support the ISIS Project](#)



Home | ISIS Project | Spread the Word! Save A Sister! | The Female Soul and Spirit | Learn About Cervical Cancer
Community | Press | About The Balm in Oil | Support the ISIS Project



email this site

fact:

With the HPV test
the early
detection of
cervical cancer
is possible.

click here for more



Spread the Word! Save

Through the ISIS Project (Infor and will be empowered to act

The ISIS Project Tour 20
In 2005 and 2006, Dr. Lucille I Newman, author of Oh God! A program in 10 US cities.

The ISIS Project 2007: S

Downloads

Spread the Word Brochure



Download
(PDF - 2.40MB)

Spread the Word Poster



Download
(PDF - 2.35MB)

Stay Tuned for more informa
Sister! campaign in the fall

As the
awards and the
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Home | ISIS Project | Spread the Word! Save A Sister! | The Female Soul and Spirit | Learn About Cervical Cancer
Community | Press | About The Balm in Oil | Support the ISIS Project



email this site

fact:

It is estimated
that 8 out of 10 adults
will get HPV at some
point by the age of 50.

click here for more



ISIS Project Resource Center - Learn About Cervical Cancer

email this site

HPV and Cervical Cancer

What causes cervical cancer?

A virus called HPV or the human papillomavirus causes most cervical cancers (99.7 percent). Only certain types of HPV are linked to cervical cancer. These types of HPV are called "high risk types." When you have these types, you have a higher risk of developing cervical cancer.

Almost every woman will get HPV at least once in her life. The body's immune system usually fights off the virus, and most women with HPV never suffer any problems as a result. In some women, however, the virus does not go away. When the virus stays in the body for a long period of time, cervical cells may begin to change and the risk of cervical cancer increases.

On this website, we will only be talking about "high risk" types of HPV that cause cervical cancer. "Low risk" types of HPV cause genital warts. If you think you have genital warts, contact your healthcare provider to find out about treatment. (For more information on genital warts, visit the American Social Health Association's website: www.ashastd.org/faq/faq_genital_warts.cfm)

"The longer you have HPV, the higher your chances of cervical cancer."

Rodney H. Smith, MD
Arizona Wellness Center for Women

Are there other causes of cervical cancer?

Women must have HPV before they will develop cervical cancer. But there are other factors that can increase your risk of abnormal cell changes in the cervix:

- History of sexually transmitted infections (STIs)
- Smoking
- A weak immune system (for example, women with HIV or organ transplants)
- Having sexual intercourse at a young age
- Number of sexual partners
- Not getting routine screening for cervical cancer

How long does it take for cervical cancer to develop?

Once cervical cells begin to change, it typically takes 10-15 years before cancer develops. As the cells change, they can become "pre-cancerous." When cells become precancerous, this condition is given a scientific name called "dysplasia." Another scientific name for dysplasia is CIN, which stands for cervical intraepithelial neoplasia.

If detected early, dysplasia can be treated **before** cells become cancerous.

What can I do to prevent cervical cancer?

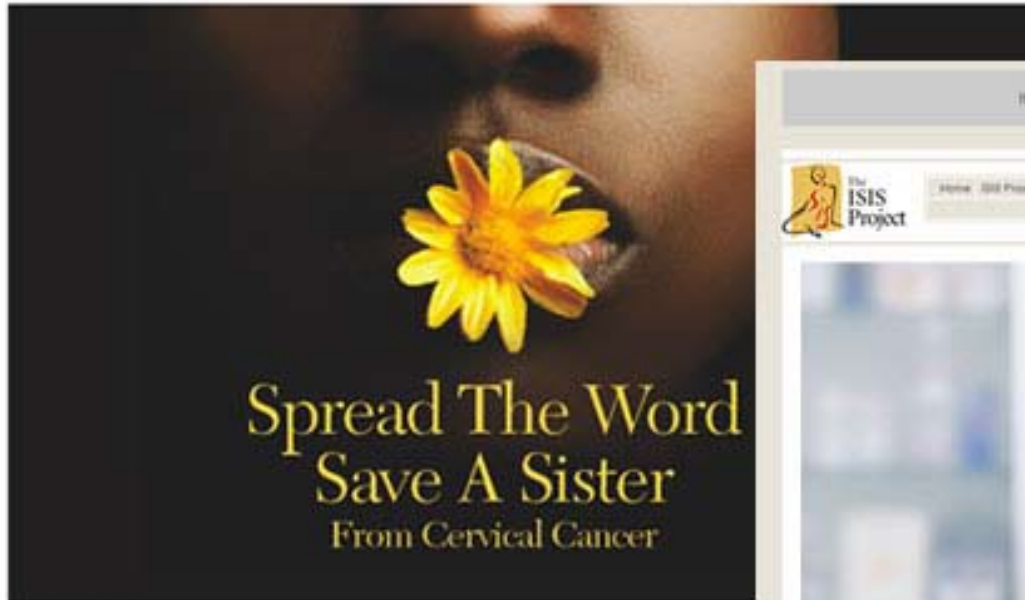
The number one thing you can do to protect yourself is to get regular screening for cervical cancer.

- If you are under 30 years old, Pap tests are the best way to protect yourself from cervical cancer.

If you can't view the graphics in this message, click [here](#).



Home | ISIS Project | Spread the Word Save A Sister | The Female Soul and Spirit | Learn About Cervical Cancer
Community | Press | About The Balm in Gilead | Support the ISIS Project



The ISIS Project : Spread the Word! Save A Sister! Public Campaign

Downloads

Spread the Word Brochure



Download
(PDF - 2.40MB)

Spread the Word Poster



As the next phase of The ISIS Project, The Balm in Gilead has developed an awareness campaign called **Spread the Word Save A Sister**. The campaign includes free educational sessions within each of the following cities: Washington, D.C., Montgomery, Oakland, Chicago, Greensboro, St. Louis, Greenville and Atlanta.

As part of the **Spread the Word Save A Sister** campaign, the Balm in Gilead will train Black female clinicians in each city. Black female clinicians will act as medical experts for the larger community and they will provide the latest in cervical cancer science. Stay tuned to your local press for information about the ISIS Project in your city!

A key part of the **Spread the Word Save A Sister** campaign is educating trained local women in the community to become Cervical Cancer Peer Educators. They will be holding educational sessions that are free and open to all.

The educational sessions will:

- Provide information on HPV and cervical cancer
- Address the prevention of cervical cancer and HPV with Pap test, HPV test, and colposcopy
- Provide information on talking to health professionals and opportunity to see a doctor

If you can't view the graphics in this message, click [here](#).



Home | ISIS Project | Spread the Word Save A Sister | The Female Soul and Spirit | Learn About Cervical Cancer
Community | Press | About The Balm in Gilead | Support the ISIS Project



Welcome: A Message from Pernessa C. Seele



Dear Family!

On behalf of all of us at The Balm in Gilead, welcome to the ISIS Project (Intimate Sessions for Informed Sexuality)! The mission of the ISIS Project is to educate and empower Black women about HPV and cervical cancer.

Our vision is to create optimal health and wellness throughout the life cycle of Black women.

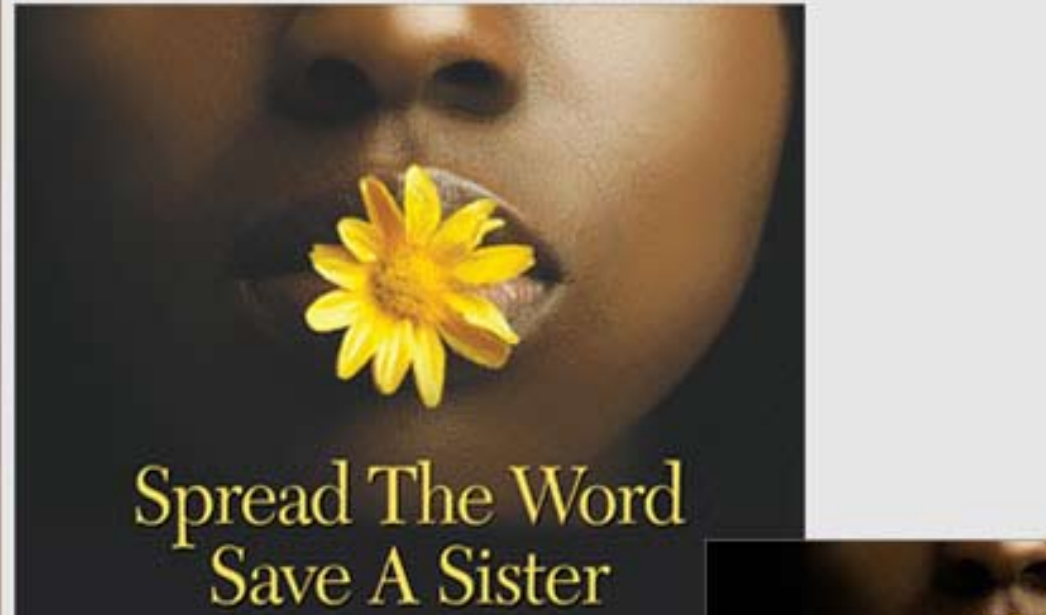
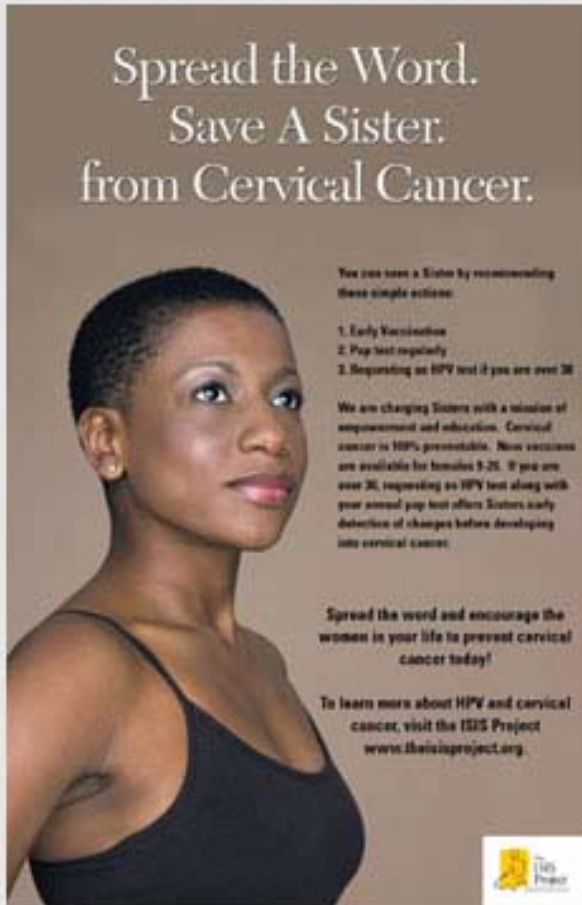
Cervical cancer, like HIV/AIDS, is yet another 100% preventable disease that is devastating Black Women.

The incidence rate among African American women is 50% higher than that of white women.

The mortality rate for African American women is twice as high as that among white women.

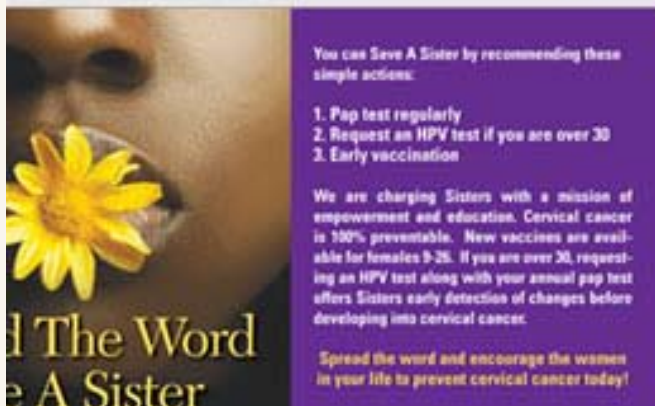
African American women ages 65 and older account for nearly 25 percent of all cervical cancer cases and 41 percent of cervical cancer deaths in the United States.

The year 2005 was a historical marker for The Balm in Gilead. After 15 years of building the capacity of faith communities to address HIV/AIDS, we brought the attention of the African American faith community to Cervical Cancer among Black women. As in HIV/AIDS, the role of our churches and mosques are very critical in educating Black women about this



The Results

- Total website page views 1,000,780
- Screensaver Downloads: 19,772
- Wallpaper downloads: 1,378
- Average email open rate 59.55%
- Average email click through rate 68.9%
- Total attendance at seminars: 3,739
- Total Media Impressions 6.85 Million



RADIO ONE

THE URBAN MEDIA SPECIALIST

The Challenge

Re-branding one of the nation's largest media companies is no small task. Ashay was charged with the exciting challenge of re-branding the online image of the largest radio broadcasting company that primarily targets African-American and urban listeners. The company also engages in the acquisition and investment in other media properties.

The goals of the project were to upgrade the visual impact of the company's website, develop a plan for exposing all brand properties and devise a system of managing a rather large body of content on the corporate web site.



The Solution

The strategic planning phase of the project smoothly transitioned to the design phase, where we mapped out and detailed the new site structure, back-end database design and functionality of the new web-based content management system. All aspects of the site redesign were carefully evaluated and tested — including global architecture. Once production was complete, Radio One proudly launched its new web presence that included:

- * A visually engaging interface design
- * A custom-built keyword search
- * A custom Content Management that enabled its staff members to manage property profiles, news and announcements, careers and job postings, and maintain its ever-growing list of Radio Stations.

Services Utilized

- Strategic Planning
- Branding
- Information Architecture
- Interaction Design
- Visual Design
- Custom Application Development
- Web Development
- Interactive Advertising
- Contesting



RADIO ONE

THE URBAN MEDIA SPECIALIST

ABOUT

OUR PROPERTIES

STREAMING

NEWS

INVESTOR RELATIONS

CORPORATE SALES

CAREERS

CONTACT US

HOME

Station Quick Search

GO

RADIO ONE

THE URBAN MEDIA SPECIALIST

Station Quick Search

ABOUT

OUR PROPERTIES

STREAMING

NEWS

INVESTOR RELATIONS

CORPORATE SALES

CAREERS

CONTACT US

HOME

RADIO STATIONS

[Radio One Stations](#) | [TV One](#) | [Interactive One](#) | [GIANT Magazine](#)

53 stations in 16 urban markets in the United States

Markets

Select Station



All Markets



Radio Station Locator: Browse By Market

Using the map or the listing below, click on a market to locate a station.



RADIO STATIONS

[Radio One Stations](#) | [TV One](#) | [Interactive One](#) | [REACH Media](#) | [BlackAmericaWeb](#) | [GIANT Magazine](#)

Markets

Click station logo for Fact Sheet

Page: 1 | 2

Atlanta, GA

Station	Call Letters	Frequency	Format	Website
 102.5 WAMJ-FM	WAMJ-FM	102.5	Urban AC	www.1025atlanta.com
 HOT 107.9 WHTA-FM	WHTA-FM	107.9	Mainstream Urban	www.hot1079atl.com
 107.5 WJZZ-FM	WJZZ-FM	107.5	Smooth Jazz	www.smoothjazzwizz.com
 Praise 97.5 WPZE-FM	WPZE-FM	97.5	Gospel	www.praise975.com

Baltimore, MD

RADIO ONE

THE URBAN MEDIA SPECIALIST

- ABOUT
- OUR PROPERTIES
- STREAMING
- NEWS
- INVESTOR RELATIONS
- CORPORATE SALES
- CAREERS**
- CONTACT US
- HOME



Station Quick Search

GO

Careers

[Search Careers](#) | [2008 Benefit Summary \(PDF\)](#)

Join the Radio One Family!

Radio One, Inc.—The Urban Radio Specialist, is one of the fastest growing radio stations in 22 cities. We offer competitive salaries and benefits and seek applications from experienced candidates.

Search Employment Opportunities

RADIO ONE

THE URBAN MEDIA SPECIALIST

- ABOUT
- OUR PROPERTIES
- STREAMING
- NEWS
- INVESTOR RELATIONS
- CORPORATE SALES**
- CAREERS
- CONTACT US
- HOME



Station Quick Search

The Results

- Total website page views 2,050,000
- Unique visits and referrals to the Website: more than a 250% increase
- Average time on site increased to: 7 minutes

Ashay has proudly worked for other Radio One, Inc. owned companies including, TV One, MiGente.com and BlackPlanet.com.

A Brand New Venture - TV One

We took on the opportunity to build a new online presence for the cable television network, with an almost giddy enthusiasm.

The Solution

Develop an SEO-friendly, custom content management system ripe with community features: polls, quizzes, chat, forums, and recipe manager to support G. Garvin's hit show "Turn up the heat". Our team also developed an extranet to manage the company's communications with its affiliates.

Services Utilized

- Strategic Planning
- Information Architecture
- Interaction Design
- Custom Application Development
- Web Development

Results

- Increased speed of deployment of content by 150%
- A 300 % increase in unique visits and referrals to the website with an average time on site at 12 minutes
- An increase in website page views by 60%

The image displays three screenshots of the TV One Digital website. The top screenshot shows the homepage with the TV One logo, a banner for "TV ONE LIVE: THE DNC AFTER PARTY 11P ET" following coverage of "The Democratic National Convention April 11", and navigation links for SHOWS, SCHEDULE, VIDEO, COMMUNITY, and ABOUT. The middle screenshot shows the "FEATURED SHOWS" list on the left, including "Singleary \$ays", "Baisden After Dark", "Bill Bellamy's Who's Got Jokes", "Black Men Revealed", "Divine Restoration", "Family Reunion", "Get the Hook Up", "Gospel of Music with Jeff Majors", "G. Garvin: The Road Tour Baham", "Living it Up LaBelle", "Makeover M", "Roland S. M Perspective", "Sharp Talk Sharpston", "The Funny S", and "Turn Up the heat". The bottom screenshot shows the "SCHEDULE" page for August 14, 2008, with a calendar and a table of showtimes.

Time (EST)	Show	Episode
6:00am	Armen	Episode 8817, Nothing But The Truth
6:30am	Armen	Episode 8818, Career Girl
7:00am	Gospel of Music with Jeff Majors	Episode 308
7:30am		
8:00am	Tom Joyner Sky Show	Episode 17, Eric Benet
8:30am		
9:00am	TV One Access	Episode 51
9:30am		
10:00am	TV One on One	Episode 22
10:30am		
11:00am	Tom Joyner Sky Show	Episode 2, Chaka Khan

Social Media - Black Planet

Challenge - Coming off the success of the Cover Girl Queen Collection, creator and celebrity makeup artist Roxanna Floyd developed a new make up concept called Beauty Box and needed an engaging approach to launch the line.

Our Solution - Content Development

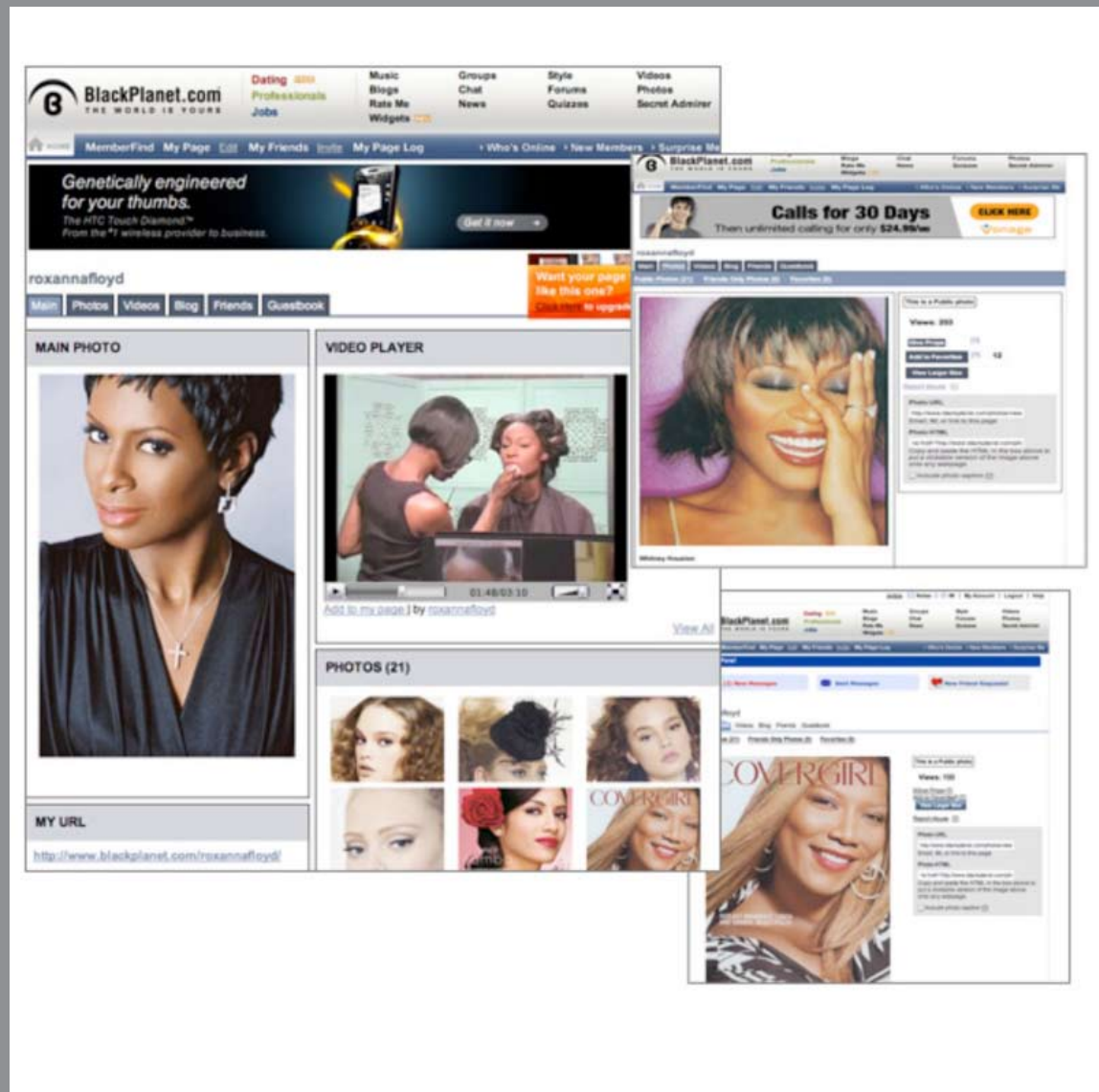
- Produce a behind-the-scenes video series featuring the product line
- Roll out on Black Planet - one of the largest black social communities
- Shape supporting content through contests and Q&A - Ask The Expert Your Make Up Question.
- Email campaign to its members.

Services Utilized

- Strategic Planning
- Interaction Design
- Visual Design
- Video Production
- Social Media Campaign

Results

- Roxanna's page generated over 200,000 visits in the first week.
- An increase in web traffic to Roxanna Floyd.com by 200%



CUNY/CUCF “Partnering for Opportunities”- A Conference for Minority/Women Business Enterprises (M WBEs)



PARTNERING FOR OPPORTUNITIES

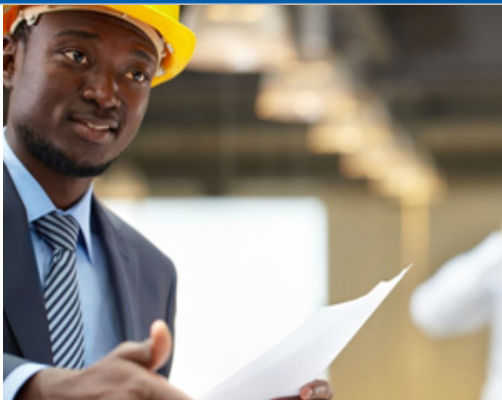
A Conference for Minority & Women-Owned Business Enterprises
Procurement: Commodities, Services & Construction

August 12th, 2013
9AM-3PM

John Jay College
of Criminal Justice
524 West 59th Street, NYC

JOIN US FOR
THIS FREE EVENT!

Register Today at
CUNYbiz.com



CUNY/CUCF “Partnering for Opportunities” A Conference for Minority/Women Business Enterprises (M/WBEs)

City University of New York (CUNY) & City University Construction Fund (CUCF). CUNY is the nation's largest leading public university, serving more than 480,000 students in 24 colleges and institutions. For the past five years Barfield Public Relations has provided CUNY/CUCF with special events, creative design, marketing, and public relations services to promote the University's Minority/Women Business Conference. In addition, we provided administrative services to the City University Construction Fund.

Our Methodology

Our execution methodology consists of the core principles of client-centered teamwork, dialogue, and results.

Our approach is comprised of three phases:

Phase 1 - Envision Planning

Phase 2 – Implementation/Execution

Phase 3 - Reporting – Post Publicity

Client Lead/ Reference

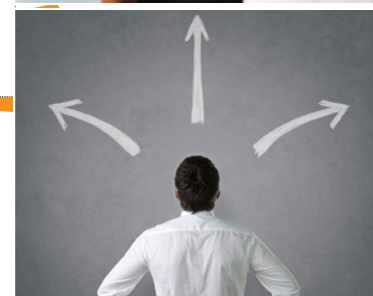
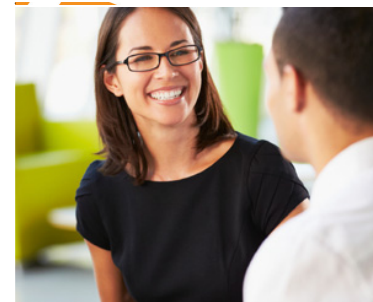
Michelle Castro Bent, Chief of Contracts
Dept. Design, Construction & Management
555 West 57th Street, 16th Fl.
New York, NY 10019
Michelle.Bent@mail.cuny.edu
O: (212) 541-0459

CUNY/CUCF “Partnering for Opportunities”

A Conference for Minority/Women Business Enterprises (M/WBEs)

Campaign Objectives

- Shape Brand Message and establish identity for CUNY/CUCF MWBE Conference
- Create a website with online registration
- Design marketing assets } Ads, signage, digital screens
- Plan, organize, coordinate, and manage large-scale conference for women and minority business owners
- Promote CUNY/CUCF MWBE Conference
- Educate women/minority business owners about the opportunities offered by CUNY/CUCF
- Build CUNY/CUCF brand by positioning it's capital construction program as CUNY's public benefit corporation to support educational purposes of CUNY



CUNY/CUCF “Partnering for Opportunities”

A Conference for Minority/Women Business Enterprises (M/WBEs)

Media & Marketing Strategy

Develop media and marketing strategies that brand CUNY/CUCF MWBE conference using the following communications tools and activities:

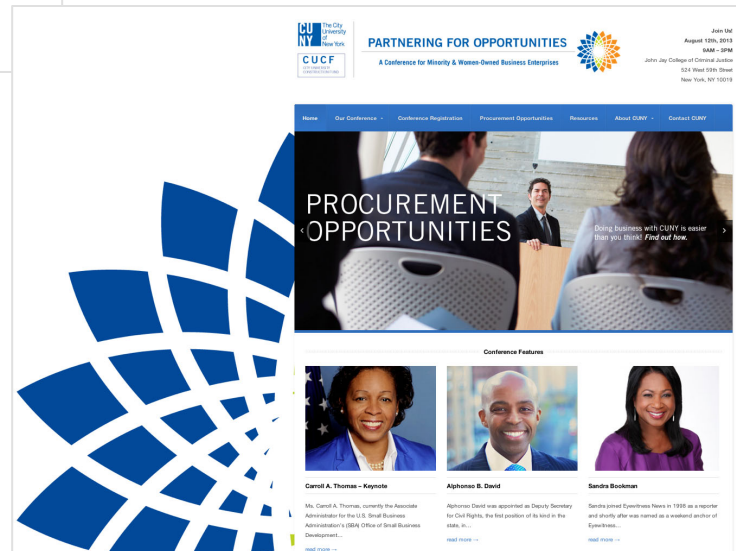
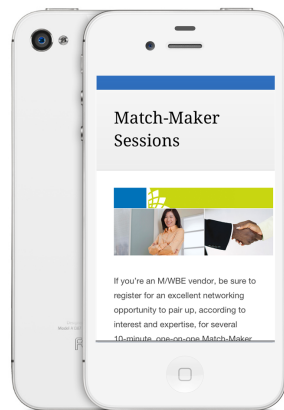
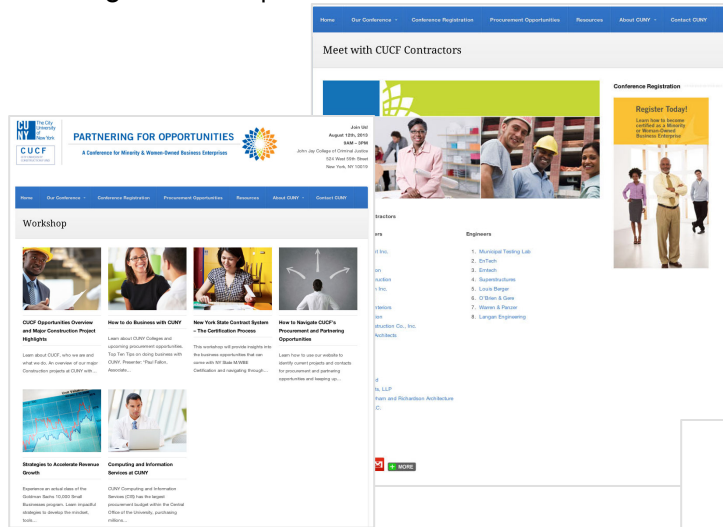
- ✓ Registrant Management
- ✓ Compile a list of Certified M/WBEs procuring goods and services
- ✓ Marketing Collateral
- ✓ Web Site Design & Production
- ✓ Registration on Line
- ✓ Print Advertising
- ✓ Radio Interviews
- ✓ Media Management and placement
- ✓ Publicity
- ✓ Secure Speakers
- ✓ Logistics and venue selection assistance
- ✓ On-site logistic and presence
- ✓ Evaluation Survey

Creative Concept
“Partnering for Opportunities”



CUNY/CUCF “Partnering for Opportunities” A Conference for Minority/Women Business Enterprises (M/WBEs)

Digital assets |



CUNY/CUCF “Partnering for Opportunities”

A Conference for Minority/Women Business Enterprises (M/WBEs)

ads | invite | signage





JOIN US FOR THIS FREE EVENT!

**Procurement:
Commodities, Services & Construction**

**August 12th, 2013
9AM-3PM**

John Jay College of
Criminal Justice
524 West 59th Street
New York, NY 10019

PARTNERING FOR OPPORTUNITIES
A Conference for Minority & Women-Owned Business Enterprises

**Register Today at CUNYbiz.com
or call 212-726-2859 for more information.**

DURING OUR CONFERENCE, ATTENDEES WILL:

- Learn how to grow your business with CUNY and CUCF.
- Network with representatives and decision-makers from CUNY Colleges, Central Procurement Office, CUCF, New York State & New York City agencies, and procurement assistance and development programs.
- Meet with CUCF's Contractors: Construction Managers, Architects and Engineers.
- Discover the partnering opportunities available to firms for a wide array of commodities, services, construction, architectural and engineering projects.
- Meet one-on-one with CUNY Colleges and CUCF at our Match-Maker Sessions.





PARTNERING FOR OPPORTUNITIES
A Conference for Minority & Women-Owned Business Enterprises

August 12th, 2013, 9AM-3PM
John Jay College of Criminal Justice
524 West 59th Street, NYC

JOIN US FOR THIS FREE EVENT!

**Procurement:
Commodities, Services & Construction**

Register Today at CUNYbiz.com





Welcome

PARTNERING FOR OPPORTUNITIES
A Conference for Minority & Women-Owned Business Enterprises





PARTNERING FOR OPPORTUNITIES
A Conference for Minority & Women-Owned Business Enterprises

August 12th, 2013, 9AM-3PM

JOIN US FOR THIS FREE EVENT!
Procurement: Commodities, Services & Construction

Register Today at CUNYbiz.com





**Afternoon Workshops
12:15PM – 1:15PM**

Workshop D – How to Navigate CUCF's Procurement and Bidding Opportunities
D.W. LYNCH THEATRE, LEVEL L

Workshop E – Strategies to Accelerate Revenue Growth
L2.84 – LECTURE HALL

Workshop F – Computing and Information Services at CUNY
L2.85 – LECTURE HALL



10:15AM – 3:00PM

Marketplace

STUDENT DINING HALL - SECOND FLOOR



The Challenge

Develop an integrated campaign to drive traffic to Ifetayo Cultural Arts' 19th Annual Performance and create awareness and increase student enrollment for their ongoing performance and creative arts programs in Brooklyn.

Research revealed that 71% of African Americans believe it is important to stay together to achieve gains in the community.

This target also has a strong connection to their African heritage.



The Solution



Because Ifetayo connects African Americans to their cultural African roots, the performance would focus on a Congo community recognition tradition - "Mbongi." The campaign: The Urban Mbongi, Building and Healing the Community was used to introduce Ifetayo's programs. For the 6-week campaign, Ashay tapped into the African arts community and integrated text, video, Web and news to engage this target market. A MySpace page was created to invite affinity groups to make their members aware of the event. New African music was added each week and visitors were invited to sign up for mobile text alerts. An interactive website was created for the event where visitors could watch videos of previous performances, sign up for newsletters, get MP3 downloads and communicate with each other by sharing views on the Mbongi theme of strengthening their communities. A linking strategy was developed to create awareness about the youth programs and connect it to other cultural programs.

Services Utilized

- Strategic Planning
- Branding
- Information Architecture
- Interaction Design
- Visual Design
- Custom Application Development
- Web Development
- Interactive Advertising
- Contesting
- Social Media Campaign



Great deals on the latest phones—prices starting at **FREE**.*



Get a refurb
*Signif. restrictions apply

myspace.com
a place for friends

User Shortcuts: [dropdown]

Web [dropdown] Search [button] Powered by Google

Home Browse People Find People Forums Music Video More + Log In Sign Up

Ifetayo

"The Spirit of Living Culture and Building Community!"

Female
98 years old
BROOKLYN, New York
United States



Mood: happy 😊
View My: Pics | Videos

Contacting Ifetayo

Send Message	Forward to Friend
Add to Friends	Add to Favorites
IM / Call	Block User
Add to Group	Rank User

MySpace URL:
<http://www.myspace.com/ifetayoculturalarts>

Ifetayo's Interests

General

Cultural arts, Brooklyn arts, youth programs, African-American culture, education, Brooklyn museum, African tradition, expanding community, performance art, visual art, community, mbongi, Flatbush Brooklyn, Caribbean culture, African culture, South American culture, Brooklyn youth, community space, nurturing environment of unconditional love, acceptance, history and understanding.

Music

Ifetayo 2008 – 2009 Registration!

Ifetayo's Latest Blog Entry [Subscribe to this Blog]

THE NEW YORK TIMES COMPANY NONPROFIT EXCELLENCE AWARDS CONGRATULATES THE 10 SEMIFINALISTS [\(view more\)](#)

[View All Blog Entries]

Ifetayo's Blurbs

About me:



2008 - 2009 REGISTRATION NOW OPEN

- Online Registration has begun. Returning and New Families, please [click here](#) to get started.
- On Site Registration: September 13th & 20th 12noon - 5pm
- Scholarship Deadline: September 13, 2008.

For more information visit the [Ifetayo Family Center](#).





**ifetayo's 19th Annual Cultural Arts Program Presentation
"The Urban Mbongi" at
Brooklyn College Center for the Performing Arts
Saturday June 14th, 2008**

(New York) June 9, 2008 - ifetayo's 19th Annual Cultural Arts Program Presentation "The Urban Mbongi"

Join ifetayo Cultural Arts as they celebrate their 19th Annual Cultural Arts Program Presentation "THE URBAN MBONGI" an artistic journey dedicated to the traditional system of building and healing community through Mbongi.

Mbongi is a community structure committed to validating each and every member's voice. Presented by the community's most precious gift, the youth, ifetayo will creatively propose how they have brought and continue to bring the transformative method of Mbongi into the 21st century.

Communities and families today are in need of Mbongi – an ancient treasure so innovative that it seems newly invented. The Urban Mbongi is a show not to be missed!

Saturday, June 14th, 2008 - Curtain: 7:00pm
The Walt Whitman Theater at
Brooklyn Center for the Performing Arts Brooklyn College

The Results

- Attendance at the Performance: 1,200
- Enrollment: doubled to over 1000, 49% increase from previous year
- Unique visits and referrals to the Website: more than a 300% increase
- Page views: 266,700
- Average time on site: 9.22 minutes
- Signed up for mobile text alerts: 398
- New email newsletter subscribers: 3,496

now