

Capability Statement

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CAGE Code – 3TC126

DUNS Code -160929063/3TC126



DEL  offered by EPI
(Earthwise Productions, Inc.)

TRAINING AND CONSULTING FOR ENVIRONMENTAL DIVERSITY, INCLUSION AND RELEVANCY

With a 20-year record of promoting diversity in the environmental sector, Earthwise Productions Inc., created the Diverse Environmental Leaders (DEL) Speakers Bureau to meet the needs of public land managers to connect to urban communities. DEL provides experts that are skilled in outreach and have successful track records to help land managers become more relevant in urban and underserved communities. The strength of our service lies in our network of more than 50 professionals across the country with expertise ranging from developing effective social media campaigns to developing inclusive land management policies. All our speakers come from under-represented communities and are experts in how to wed the mission, values and goals of public land managers to the needs of urban communities.



We provide training and program guidance to connect new audiences with the public lands' mission through relevancy, inclusion and diversity.

Core Competencies/Specialized Services

- **Outreach** – DEL outreach professionals create effective strategies to connect underserved and underrepresented urban communities to the values, mission and goals of the public lands system.
- **Communications/Social Media** – Media specialists demonstrate basic methods of content creation for social media including wildlife photography and how to relate those activities to diversity, relevancy and inclusion.
- **Message Development** – We create messages targeting new audiences to increase support for the goals and programs of the public lands system.
- **Promotion of Specific Interests** – Experts frame land protection issues so that they are relevant and inclusive of the interests of diverse audiences.
- **Strategic Consultation** – We develop strategies and tactics calculated to show communities of color how they benefit from protecting our national parks, forests and other public lands.
- **Cultural Competency Training** – Skilled trainers sensitize management and staff to cultural differences and perceptions which can stifle communications with new audiences.
- **Keynote Speakers** – A broad selection of accomplished speakers are available to inspire citizens in under-served communities with their personal stories of connection to the Great Outdoors.
- **Review Management Strategies** – Our professionals provide guidance and counseling in developing management strategies to insure they will be perceived as valuable by a wide, diverse group of citizens.

PAST PERFORMANCE



Forest Service Region 8 Public Affairs Workshop Chattanooga, TN March 10, 2015. P.O. AG-43ZP-P-15-0011- Training for content creation for social media and wildlife photography. Contact – Jan Bush, Public Affairs Communication Department Manager US Forest Service, Land Between the Lakes National Recreation Area- Email – jlbush@fs.fed.us; Cell – 270-748-5409.



DEL Training Program Grand Canyon Albright Training Center, August 11-15, 2015– Diversity training. Contact- Deidra Jackson, Administrative Officer – Email: deidra_jackson@nps.gov; Cell- 928-231-2992.



DEL Press Conference at the National Press Club, August 25, 2015- Contact - Montez Ashley, EEO Specialist, Title VII, USDA Forest Service, and Eastern Region – Email: mashley@fs.fed.us; Cell- 414-208-6538.



Breaking the Color Barrier in the Great American Outdoors Conference 2009: Diversity training ([Breaking the Color Barrier to the Great Outdoors](#)). Contact – George McDonald, Youth Service Coordinator- Phone 202-513-7146.

Company Snapshot

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NAICS & PSC Codes

611430: Professionals Training and Mgmt.
and Development

U001:Education/Training: Lectures

EIN: 650571287

Visit: <http://delnsb.com/>

Earthwise Productions, Inc., is a consultant business wholly owned by Frank and Audrey Peterman with three principal employees and represents more than 50 experts who comprise the DEL (Diverse Environmental Leaders) Speakers Bureau.