



# 32<sup>nd</sup> Street Media, LLC

## CAPABILITY STATEMENT

**DUNS:** 078733061      **CAGE:** 6UM15

### INTRODUCTION

32<sup>nd</sup> Street Media, LLC is a digital media company. We bring market awareness to your products or services using video content and digital media technology. The company is Women Owned Small Business and Minority Owned.

### MISSION

To be a worldwide leader in digital media services for Commercial and Government customers. We work with organizations and partners to offer a full suite of marketing solutions.

### CORE COMPETENCIES

We create video content and use augmented reality and 3D animation to develop software applications for Commercial and Government customers.

### KEY PERSONNEL

**Leslie L. Becker** is CEO at 32<sup>nd</sup> St. Media. Her previous experience as an executive at AT&T prepared her for this role. Leslie knows how to build winning sales teams and develop strategic partnership with customers. She has found these skills necessary to advance the company's mission and objectives and to promote revenue, profitability and growth of the organization. Leslie is a graduate of The Ohio State University with a B.A. in Fine Arts.

**Regenald J. Flake** is COO at 32<sup>nd</sup> St. Media. He has over 32 years in the broadcast television business. He has worked as a producer, writer, and technical operator for major broadcast networks, Fortune 500 Corporations, and the Minnesota Timberwolves of the NBA. His executive producer experience includes a 23 fishing show series that aired on the Outdoor Channel. Regenald graduated from the University of Wisconsin-River Falls with a B.S. in Journalism.

### CORPORATE PROFILE

CEO and President: Leslie L. Becker  
COO: Regenald J. Flake  
Address: 75 Fifth Street, NW  
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Atlanta, GA 30308  
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Website: [www.32ndstreetmedia.com](http://www.32ndstreetmedia.com)  
Email: [mail@32ndstreetmedia.com](mailto:mail@32ndstreetmedia.com)

### NAICS

**512110 Motion Pictures and Video Production**  
511210 Applications software, computer packaged  
512191 Teleproduction and Other Postproduction Services  
334220 Studio equipment, radio and television broadcasting manufacturing  
541910 Marketing Research and Public Polling  
611430 Professional and Management Development Training

### PCS

T006 Photo/Map/Print/Publication/Film/Video Production  
T015 Photo/Map/Print/Publication—General Photographic Motion  
T016 Photo/Map/Print Publication – Audio/Visual  
R408 Support – Professional Program Management Support

### CERTIFICATIONS

Minority Business Enterprise (MBE)  
Minority/Female Business Enterprise (MFBE)  
Disadvantaged Business Enterprise (DBE)  
Women Owned Small Business (WOSB)

### RECOGNITION

“Vendor on the Rise” at University System of Georgia Procurement Expo 2015

### PAST PERFORMANCE (references)

References for NASCAR, ESPN, Turner Broadcasting and Georgia Institute of Technology available upon request.