

## Questions Submitted For RFP # 2011-CC-9200 Public Relations/Media Consultant

**(Note: An Addendum is being issued to RFP # 2011-CC-9200 to provide further clarification of the information to be presented in the proposals and to extend the deadlines for the remaining scheduled events.)**

1. What are current perceived weaknesses regarding public awareness and what types of specific supports can we provide to strengthen and enhance your overall goals and objectives?

**The Council has a Communication Coordinator who is responsible for and well-versed in conducting public relations and media activities. There are instances where the public relations or media initiatives that the Council would like to undertake require resources, staff time or specialized expertise, e.g., graphics and design, beyond that which the Communication Coordinator can provide.**

2. Has this approach ever been addressed before and if so how successful were those strategies?

**We have had a public relations/media firm that we have used on a case-by-case basis and used the services of this firm to supplement the work of the Council as needed. This arrangement and the strategies used have been successful.**

3. Could you provide us with a brief description of how you envision the role of the identified candidate and the types of supports that the Council would like to see implemented? Are they interested in an array of public relations and consultation services such as: press releases, commercials, brochures, ink and air time, social media or lobbying efforts? What would be the presenting issues and/or priorities?

**The successful candidate would assist the Council on a case-by-case basis as issues arise that need to be addressed. For example, the Council may find that attention by the media regarding a legislative issue we are working on during the session may help promote our message. We may seek consultation from the awardee regarding the options and best strategies. We may then decide to convene a press conference or work to get coverage in the newspapers or on TV of local stories. Once we decide on the approach, we provide the awardee with a description of the initiative, the specific actions that we would like undertaken, the time frame for the actions and our desired outcome(s). The firm would be asked to prepare a budget representing the costs for the initiative, and confirm the initiative, specific actions, time frame and desired outcome(s) of the services that would be provided. The array of public relations/ media services would include those identified in Section I. 3**

**Statement of Work.** These services would not include lobbying activities. The issues and priorities around which the public relations/media services would focus can be gleaned by reviewing the information on our website. Often these issues focus on our legislative priorities. The Council has not yet adopted its legislative priorities for 2012, but our 2011 Legislative priorities are included on our web site.

4. What is the current capacity of in-house public relations and what do these individuals do to promote the overall mission?

**The Council has a Communication Coordinator with extensive experience in securing TV, radio and newsprint coverage and uses traditional and social media methods to promote the work of the Council.**

5. How is success currently measured and could you elaborate on the sustainability plan and current monitoring and quality measurement systems already utilized?

**The outcomes are defined for each initiative and often include the number of people reached through the TV or radio interviews or newspaper stories. Monitoring is targeted at achievement of the specific actions and efforts to achieve stipulated outcomes.**

6. Would the Council be interested in additional government funding to promote efforts?

**That is not the purpose of this Request for Funds.**

7. In reference to matching amounts in regards to the budget request. Could you please elaborate or pertain to?

**When the awardee prepares the budget representing the costs for the identified initiative (as explained in question #3), the awardee will be required to provide 25% of the total project costs in match (e.g., total project costs [\$4,000] = council funds [\$3,000] + match [\$1,000]). This match amount must equal or exceed 33% of the Council funds (match of \$1,000 is 33% of council funds of \$3,000). Examples of the forms that match can be provided include, but are not limited to, time provided to the project which Council funds do not cover, reduced rates of service, and indirect costs (not to exceed 10% of the total salary and fringe in the budget).**

**For the purposes of this RFP, the budget presented in the proposal submitted should be the proposed fee-for-service for performing the public relations and media services as described in Section 1.3 Statement of Work. The proposed fee-for-services needs to be an hourly or**

**daily rate which incorporates all related costs. Costs relative to actual production of materials will be paid by the Council separately from the contract and will be paid either through the awardee or directly to the responsible vendor.**

**The offerer must provide a proposed line item budget in the proposal submitted that reflects the costs included in the proposed fee-for-service. This budget needs to be accompanied by a detailed budget narrative, using the format provided. The budget narrative must explain and demonstrate that each entry on the line item budget sheet is allowable, reasonable and necessary. The budget and budget narrative must present a cost-effective funding level for achieving the purpose of the project.**