



Expedited Request for Proposal

RFP # JB1499-PR

Public Relations Firm

SCOPE OF WORK

The CONTRACTOR shall provide the Salt Lake City School District, public relations and information management and consultation services on an as-needed basis with very short notification resulting in a quick turn-around times. Public relations and information management services shall consist of extensive public relations support functions, marketing strategy, coordination of events, crisis communication management, research, and perform other duties as needed. Work may be requested through June 30, 2014 and may not exceed a total combined expenditure of \$49,999 for any and all work requested.

DUE DATE:

Quotes and supporting documentation shall be due by 2 p.m, February 14, 2014. Proposals can be mailed or emailed to Joe Bryant at: Salt Lake City School District, 440 East 100 South Salt Lake City, UT 84111 or joe.bryant@slcschools.org

PROPOSAL REQUIREMENTS AND COMPANY QUALIFICATIONS

To demonstrate the ability to meet the scope of work and technical capability, please provide samples of past work and client lists relating to each of the three (3) services over the past five (5) years.

1. COMMUNICATION PLANNING:

- 1.1 Proposing agency shall be able to demonstrate a proven ability to build strategic communication plans that involve complicated and high profile subject areas with diverse publics.
- 1.2 The ability to prepare initial and additional scenario based incident response exercise to prepare for actual events, such as natural disaster, individual or multiple school involved mass casualty events, as well as alleged or confirmed instances of mismanagement of public or private resources.

2. PUBLIC RELATIONS SERVICES

- 2.1 Present a detailed analysis of the most recent incident involving the Uintah lunch room incident at Uintah Elementary School. Include in your assessment those areas in which the Salt Lake City School District was proficient as well as those areas in which the Salt Lake City School District needed improvement.
- 2.2 Proposing agency shall demonstrate a full understanding of public relations (PR) management and have experience in implementing PR tactics, such as:
 - 2.2.1 The ability to decimate critical information in a clear, concise manor to local and national public audiences;
 - 2.2.2 The ability to use grass roots tactics to generate public and media interest in a variety of subject areas;
 - 2.2.3 The ability to prepare a detailed incident response plan within a diverse community setting to include composition, identification and selection of team members and alternates. Provide an example of a specific task and the responsibilities of the team members.

3. MEDIA EVENTS:

- 3.1 Proposing agency shall demonstrate an ability to engage media and host successful creative media events.
- 3.2 Demonstrate the ability to prepare a response plan for addressing social media's impact during an incident that includes notification through final resolution.

COSTS AND FEE'S

Provide blended hourly rate on a fixed cost per hour and include an itemized cost of items and services included in the blended hourly rate. Provide an itemized cost of additional services that the offeror may provide.

AWARD

The award from this request will be based equally from the quality of information presented from this request; as determined by an evaluation committee, and the blended hourly rate offered.

The following Cost formula shall be used to determine cost scores:

Weight Rating Percentage*((2-(proposed fee/lowest proposed fee))).