



Town of Upper Marlboro

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Request for Proposals

Town of Upper Marlboro Media Relations Firm

RFP # UM 2022-02

Project Overview: The Town of Upper Marlboro is seeking proposals from firms to assist and guide the Town on to manage Town relationships with the media and ensure quality and accurate dissemination of information; act as the Town's official spokesperson with the media; respond to crisis outbreaks; provide proactive media relations; facilitate news conferences and prepare all necessary materials as needed; proactively promote Town accomplishments and activities.

Scope of Work: Qualified applicants should be able to provide the below services to the Town:

- Social Media Strategy and Messaging
- Crisis Communications
- Event Promotion and Publicity
- Media Outreach
- Media Training and Coaching for Elected Officials & Staff
- 24/7 On-Call Availability for Emergencies

Level of Experience: Applicant firms must have the following experience:

- Extensive crisis communications expertise, including crises that threatened public safety and/or corporate reputation.
- Ability to manage multiple issues and priorities on deadline.
- Experience serving as a senior press aide to a mayor, governor, or another governmental executive leader, including serving as that official's media spokesperson or press secretary.
- Prior experience as a print or broadcast journalist preferred.
- Individuals or firm must have a thorough understanding of local, state, and/or federal government operations, including the legislative process.
- Individuals or firm must have demonstrable working relationships with media outlets in the Washington-Baltimore media markets.
- Prior experience working closely with local law enforcement preferred.
- Individual or firm must have prior experience working within the Washington, DC region, including Prince George's and/or Montgomery counties.
- Individuals or firm must be able to work independently but also thrive as part of a fully functional team.
- Experience with assisting with the development of social media outreach on platforms including but not limited to Facebook, Twitter, Instagram, TikTok, Nextdoor, and YouTube.

Budget: The Town is looking for individuals or firms who bill at an hourly rate, with an average monthly cost of \$800.00.

Deadline: Responses to this RFP are to be submitted by **Monday October 31st, 2022**, at 5pm. By Mail: Town of Upper Marlboro P.O. Box 280 Upper Marlboro MD 20773. By Email: Info@UpperMarlboroMD.gov. In-Person: Upper Marlboro Town Hall 14211 School Lane Upper Marlboro MD 20772.

Selection Process and Criteria: This RFP is for a 24-month contract with the Town, with the option for renewal beginning December 15th, 2024. Town Elected Officials will participate in the process of selecting the appropriate firm. Proposals will be evaluated based on:

1. The firm's understanding of effective public relations needs for municipal governments
2. The firm's availability to render services to the Town every month
4. Three references (with link) for past public relations experience with government organizations.
5. Budget, to be broken down by hourly rate, and monthly retainer fee is applicable.

Rejection Of Submissions: The Town reserves the right to do the following: reject any or all submissions, waive informalities and irregularities in the submissions received, and accept any portion of any submission if deemed in the best interest of the Town.

Anti-Lobbying Provision: Vendors must indicate through written promise within the proposal cover letter that Proposer's officers, employees, agents, consultants or lobbyists will not attempt to lobby or influence a vote or recommendation related to the Vendor's proposal submitted in response to this RFP; directly or indirectly, through any contact with Town Commissioner or other Town officials between the date that the request is sent out and the date the contract resulting here from is awarded by the Board of Town Commissioners. Such behavior may be an immediate cause for rejection of the Vendor's proposal.

Incurring Cost: The Town is not liable for any cost incurred by entities before executing a contract or purchase order.

Point of Contact: Kyle Snyder, Town Administrator, can be reached at 301-627-6905 or ksnyder@UpperMarlboroMD.gov with any questions.

Thank you for your interest in this Request for Proposals from the Town of Upper Marlboro.