

# **TIMBERLANE REGIONAL SCHOOL DISTRICT**

*Serving the communities of Atkinson, Danville, Plaistow and Sandown, New Hampshire*

Request for Proposals  
for  
**Public Relations Services**  
for the 2014-15 School Year  
Special Conditions and Specifications



30 Greenough Road, Plaistow, NH 03865  
[www.timberlane.net](http://www.timberlane.net)

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## **1.0 INTRODUCTION**

It is the intent of the Timberlane Regional School District to award a contract for **Public Relations Services** as a result of issuing this Request for Proposal. Sealed proposals, subject to conditions contained herein and attached hereto, will be received at the Office of the Superintendent of Schools, 30 Greenough Road, Plaistow, NH 03865, until, but not later than **3:00 PM eastern standard time, November 5<sup>th</sup>, 2014**, and then opened and publicly read.

Proposals should be submitted in a sealed envelope and mailed to:

Timberlane Regional School District  
Public Relations Services Bid  
30 Greenough Road  
Plaistow, NH 03865

Any proposal received after the announced time and date of opening, whether by mail or otherwise, will not be considered. The right is reserved to reject any and all proposals, and to waive any informality in RFP's. The successful proposer shall demonstrate the ability to provide a comprehensive program of public relations and communication services to the Timberlane Regional School District.

## **2.0 CONTRACT PERIOD**

It is the intent of this Request for Proposal to award a one year contract, with the right to renew for one-year periods after successful negotiations.

## **3.0 OVERVIEW OF SCOPE OF WORK**

Assist the Timberlane Regional School Board with public relations, information management and consultation services. Public relations and information management services shall consist of public relations support functions, information dissemination strategies, crisis communication management, research, training, and other related duties.

## **4.0 PUBLIC RELATIONS SERVICES**

- A. Assist with and supplement media relations efforts including social media development and management.
- B. Provide positive stories on school events, student activities and achievements on a monthly basis.
- C. Write and publish Opinion and Editorials for newspapers as needed.
- D. Use grass roots tactics to generate public and media interest in a variety of subject areas.
- E. Develop a plan for Branding the Timberlane Regional School District.
- F. Engage and host successful media events as needed.

## **5.0 INFORMATION MANAGEMENT SERVICES**

- A. Assist with administrative and teacher efforts to communicate with parents.
- B. Assist School Board with communication regarding major district initiatives.

- C. Development of new communication vehicles.
- D. Provide media training for district leaders.
- E. Develop and assist in crisis communication.

## **6.0 REPORTING**

The Public Relations contractor shall report on public relations and communication initiatives on a monthly basis. These reports may be in person or in written form. Tools for measuring successful initiatives shall be included in proposed strategies.

## **7.0 REFERENCES**

Contractors submitting an RFP must provide a minimum of three (3) references in which similar contracts have been provided to school or educational organizations. This reference list must include the name, address, and telephone number of a key contact person and a brief description of the services provided.

## **8.0 COST PROPOSAL**

Contractors must describe and define all costs associated with an annual contract for Public Relations Services. The proposal cost must include all costs for services in order to perform in accordance with the scope of services.

## **9.0 CONTACT PERSON**

All questions and inquiries regarding the Request for Proposal specifications should be directed to Rob Collins, Chair of the Community Relations Committee, [robcollins89@gmail.com](mailto:robcollins89@gmail.com). All questions and inquiries regarding the format, or submission of the RFP should be directed to Business Administrator George Stokinger, 603-382-6119 ext. 2221 or [George.stokinger@timberlane.net](mailto:George.stokinger@timberlane.net).

## **10.0 PROPOSAL EVALUATION**

Proposals will be evaluated by the Community Relations Committee and ultimately decided on by the School Board. Select proposals meeting all requirements may be asked to present an oral presentation in which key areas of the proposal will be discussed. At the presentation meeting, questions and clarifications, if any, will be addressed by the school system and contract negotiation may be exercised.

Proposals will be evaluated based on the following criteria:

1. Qualifications of the proposer;
2. Demonstrated expertise and past experience in conducting similar services;
3. Service, functions, and capabilities proposed;
4. Cost of proposal; and
5. Contract terms.

## **11.0 SUMMARY**

It is the responsibility of the proposer to submit a proposal that best meets the requirements outlined in this Request for Proposal. The proposer may elect to include information not requested and the content of the proposal shall be at the discretion of the Proposer. It is the intent of the school district to award a contract for **Public Relations Services** as a result of this Request for Proposal; the school district reserves the right to reject any or all such proposals that it deems not in the best interest of the district and/or students. This Request for Proposal and the proposal submission shall be the basis for a contract award.