

EAST BAY MUNICIPAL UTILITY DISTRICT

REQUEST FOR PROPOSAL (RFP) for Media Monitoring and Outreach

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For complete information regarding this project, see RFP posted at <https://www.ebmud.com/business-center/requests-proposal-rfps/> or contact the EBMUD representative listed above. Please note that prospective proposers are responsible for reviewing this site during the RFP process, for any published addenda regarding this RFP.

RESPONSE DUE

by

4:00 p.m.

on

August 15, 2019



375 Eleventh Street, Oakland, CA 94607

Website: ebmud.com

Request for proposals: Media Monitoring, Media Contact Database and Press Release Distribution

DUE : August 15, 2019

East Bay Municipal Utility District is seeking proposals for media monitoring and sharing services to include print, broadcast, radio, online and social media. The purpose of the service is to track and measure EBMUD's earned and owned media efforts.

Requirements:

Monitoring

- Track media mentions in real time on all platforms and types of media (print, broadcast, radio, online, social media including mentions, retweets and shares.) Tracking should include editable keyword list to ensure high quality reporting of EBMUD coverage, as well as foreign language coverage in particular in Chinese and Spanish.
- Email capability: Easily select and share mentions via a customizable newsletter template based on time frame, key word/topic.
- Download, edit and archive video clips, news articles, social media content, and social media mentions.

Distribution

- Provide for creation and streamlined use of an EBMUD branded press release and media advisory templates to be uploaded from Microsoft Word and distributed to selected members of the media.
- The press release distribution system must have a scheduler. Ability to convert press releases to PDF. Access to extensive local and national media database that allows users to create and edit multiple contact lists, input individual contacts including EBMUD's media contact list, and view information for media contacts including outlet, contact information, and areas of reporting.

Reporting

- Provide analytics reports on monitored topics and campaigns. Reports can include graphic representation of data (bar charts, pie charts). Provide summaries and ability to archive EBMUD media mentions and campaigns over periods of time from 1 day, 7 days, weeks, months as well as analytics over time (years) on specific issues – such as rates, drought and water quality – to allow comparison of the effect of varying level of effort, approach, and results in quantity and tone of coverage.

- Technical and customer support is provided online and via phone, chat or email and is available quickly and during off hours 24/7. Online training is provided to develop staff use of the platform over time.
- Demo account is provided for evaluation purposes (no cost to EBMUD; for evaluation purposes only).