



## NARRAGANSETT BAY ESTUARY PROGRAM

### Communications Consultant – Request for Qualifications

August 9, 2017

The New England Interstate Water Pollution Control Commission (NEIWPCC), on behalf of the Narragansett Bay Estuary Program, is inviting qualification submittals from contractors with expertise in communications of press events and media relations. This expertise is needed to assist in the Estuary Program's release of *The State of Narragansett Bay and Its Watershed* report scheduled for release in October 2017. Communications expertise is needed from an external and independent communications consultant to promote *The State of Narragansett Bay and its Watershed* report and an accompanying technical report and assist with media relations in both Rhode Island and Massachusetts. Contractor assistance is needed between September 7, 2017 and December 30, 2017.

*The State of Narragansett Bay and Its Watershed* report will provide an overview of research on twenty-four environmental indicators on the status and trends of Narragansett Bay and its watershed. This report will help implement the Estuary Program's Comprehensive Conservation and Management Plan (<http://nbep.org/about/comprehensive-conservation-management-plan/>). The report will be promoted at a bi-state press event and workshop on October 23, 2017, in Providence, Rhode Island, with additional workshop events planned through December in Worcester and Taunton, Massachusetts.

*The State of Narragansett Bay and Its Watershed* events are aimed at promoting the completion of the comprehensive technical and summary report evaluating the status and trends of the Narragansett Bay and its watershed. Accordingly, the selected contractor must have a compelling scientific communications background with connections to media outlets in both Rhode Island and Massachusetts, and must also have the demonstrated ability to produce quality press releases, media advisories, and public communication products.

Accordingly, the specific deliverables for the communications consultant follows:

- **Task 1 – Media Advisory** – Week of September 18 – Finalize draft release of a media advisory to print media and online media providing details of the October 23rd event with list of speakers and panelists. Coordinate telephone outreach calls to media.
- **Task 2 – Press Release** – Week of September 25 – Finalize draft Press Release providing quotes from speakers and key individuals.
- **Task 3 – Press Kit** – Week of September 25 – Finalize draft press kit with press release, summary of speakers and panelists. Develop list of topics and speakers for radio, phone and TV interviews
- **Task 4 – Communication Tools** – Week of September 25 – Finalize draft communication tools, including an op-ed for publication and messaging content blocks, and a media strategy. Message content blocks will be used by the Estuary Program and partners for sharing through social media, print and online outlets. Message content blocks will be creative pieces for 6-8 indicators in the *State of the Narragansett Bay and Its Watershed* report including headline, subheading, key topic sentence, summary paragraph, along with references along with key figures, photographs, graphs from the report.

All materials, regardless of physical form or characteristics, produced as a result of this solicitation and funded, in whole or in part, under an agreement with NEIWPCC shall be made available to NEIWPCC, NBEP, and the U.S. EPA in the formats in which it is stored or maintained. NEIWPCC, NBEP, and the U.S. EPA shall have an unrestricted right to use these materials generated using assistance funds or specified to be delivered. The contractor shall not obtain, attempt to obtain, or file for a patent, copyright, trademark or any other interest in any such materials without the express, written consent of NEIWPCC and subject to any other approvals required by state or federal

law. Reports and other deliverables will credit NEIWPCC, NBEP, and U.S. EPA for any work completed under the grant award.

### Application Process

This request of qualifications will be posted until filled; however, submissions are requested as soon as possible. A first round of qualifications will be reviewed for materials received no later than **12:00 (noon) EST on September 7, 2017**. After this date, qualifications will be reviewed on a rolling basis until the position has been filled. Applicants may be requested to meet with a selection committee. Submissions must include:

- 1) A cover letter that describes relevant experience and proficiency in communications with media in Rhode Island and Massachusetts, and editing with specific reference to interdisciplinary expertise.
- 2) A *curriculum vitae* or resume
- 3) At least 2 sample projects specifically identifying the contractor's role in communications (preferably related to coastal, watershed, or environmental science events; links to online projects are acceptable). One sample must include a technically oriented product and one sample must include a product where technical information was provided for public consumption.
- 4) Three professional references
- 5) Proposed hourly rate and an estimate of the total budget (not to exceed \$3,500) for the project broken down by task. Invoicing and payment will be made based on an agreed upon task-based budget.

Applicants must submit their proposals electronically through the NEIWPCC website. Unless prior approval is given, proposals received through e-mail, postal delivery, or any other delivery method will not be accepted. To submit your proposal, go to <http://neiwpc.org/about-us/working-with-neiwpc/contractor-proposal-submissions/> and follow the instructions provided for uploading your file(s). It is highly preferred that the proposal and all supporting information are submitted as a single PDF document. This requires Adobe Acrobat or similar Adobe product (the free Adobe Reader does not allow the conversion of documents into PDF format), or a scanner. If multiple files are to be submitted, you will need to create an archive file (.zip, or .rar) containing all of the files you wish to submit. The file name should be in the following format: "NBEP COMMUNICATIONS\_ NAME OF APPLICANT." Once you have clicked the "submit" button, please allow adequate time for your submission to process and do not hit the back button or close your browser window. The process is not considered complete until you have reached the confirmation page. If submitted successfully, you will receive an email from NEIWPCC (mail@neiwpc.org) with the subject line "RFP Submission Confirmation" confirming your submission. For questions regarding submission of proposals, contact Heather Radcliffe, NEIWPCC Program Manager and Staff Attorney, via email at [hradcliffe@neiwpc.org](mailto:hradcliffe@neiwpc.org) or phone at 978-349-2522.

The applicant chosen for this project should possess relevant professional expertise and have a strong track record in delivering projects of this nature. For information regarding this Request for Qualifications, please contact Tom Borden at the Narragansett Bay Estuary Program at (401) 633-0552 or [tom.borden@nbep.org](mailto:tom.borden@nbep.org).

NEIWPCC is a not-for-profit interstate organization, established by Congress in 1947 to serve and assist its member states individually and collectively by providing coordination, research, public education, training, and leadership in the management and protection of water quality in the New England states and New York. The [Narragansett Bay Estuary Program](#)'s mission is to protect and preserve Narragansett Bay and its watershed, in both Rhode Island and Massachusetts, through partnerships that conserve and restore natural resources, enhance water quality, and promote community involvement. Founded in 1985, the Narragansett Bay Estuary Program is one of 28 nationally designated programs operating under the [National Estuary Program](#). NEIWPCC serves as the program host for the Narragansett Bay Estuary Program.