

SCHOOL DISTRICT OF PITTSBURGH REQUEST FOR PROPOSALS COMMUNICATIONS AND MEDIA CONSULTATION SERVICES

The Board of Public Education of the School District of Pittsburgh is seeking proposals from qualified firms and individuals for communications and media consulting services. The scope of services shall include the following:

Work collaboratively with the Board and Administration to develop strategies for print, broadcast, online and social media in messaging the Board's review process for the Facilities Utilization Plan and related Educational Plan to increase student achievement and maximize resources in the District to improve student outcomes.

Attend relevant meetings of the Board to aid in developing the Plan.

Develop strategies for messaging aimed at increasing enrollment and decreasing migration of District students to charter schools, other non-public schools, and other school districts.

Provide talking points for board members to use in public meetings.

The successful consultant shall work in collaboration with the Media Department at the District to ensure consistent messaging. The successful consultant will also work with the Board Secretary to facilitate communication with the Board as a whole.

Qualifications

The Board requires a thorough knowledge of the City of Pittsburgh and the media markets covering all aspects of the engagement. It is preferred that the successful firm or individual have no professional relationship with charter schools or non-public schools and have a demonstrated record of working on behalf of public sector organizations with diverse demographics in an urban setting. The proposal shall include the names and resumes of those having principal responsibility for the assignment and those who will be the point of contact for the District. The District will require all background checks provided for in the School Code before services commence. The proposal should also contain the names and contact information of three entities for whom similar services were provided. The proposal should also contain a description of any litigation or arbitration proceeding in which the firm has been a party for in the five (5) years preceding the proposal including the name of the case, the court or case number, a description of the dispute and the outcome. The proposal should include the fees for the individuals assigned to the contract.

Duration of Engagement

The engagement and contract shall be open ended with termination upon thirty days' notice. It is expected the service would commence in the first quarter of 2025.

Basis of Award

The District shall select the most competitive proposal taking into consideration the size of the firm, experience, based upon the criteria contained in this RFP, and the financial terms. The award shall not be based solely on the financial terms.

Submission

No contact shall be made to any Board Member or employee of the District. Any questions regarding this RFP shall be directed to Ira Weiss, Esquire at iweiss@wbklegal.com.

All responses shall be shared with all firms or individuals requesting the RFP. Any individual contact with Board Members or employees shall be the basis for disqualification and non-consideration of the Proposal.

Twelve (12) copies of the Proposals must be delivered by Noon on Tuesday, February 18, 2025 to:

School District of Pittsburgh
341 South Bellefield Avenue
Pittsburgh PA 15213

Attention: Stephanie Ranalli,
Board Executive Assistant

The sealed envelope should be marked **Communications and Media Consultation Services Proposals**. Electronic proposals shall not be accepted nor considered. Those submitting proposals bear the risk of the means of delivery selected by them.