

Untitled

REQUEST FOR PROPOSALS (FDDC #2007-CC-6600)
LEGISLATIVE PUBLIC RELATIONS/MEDIA CONSULTANT

The Florida Developmental Disabilities Council (FDDC), also known as the "Council", announces the availability of a Request for Proposals (RFP). This RFP is being issued to enhance the information base necessary for the Council's continued efforts to improve the delivery of services to the state's children and adults with developmental disabilities.

Public relations and media consultation is needed to supplement and support the activities of the Council members, staff and volunteers to effectively communicate specific issues concerning individuals with developmental disabilities and their families with members of the Florida Legislature, grassroots advocacy organizations, and the general public. The purpose of increasing effective communication is to garner support for issues affecting individuals with developmental disabilities and their families and to assist Floridians, both lawmakers and the public, to better understand the needs of individuals with disabilities and how best to address those needs.

A public relations/media consultation firm with expertise in "earned media" is being sought to provide assistance and support to the Council to increase and enhance understanding of issues affecting individuals with developmental disabilities and their families. The firm will provide media outreach, support services to the Council's Communication Coordinator and Public Policy Coordinator, and organizational support and media exposure to local grassroots advocacy efforts. The firm will develop, implement and evaluate a media plan to assist the Council in selecting effective strategies to support and promote two to four developmental disability-related legislative issues and develop grassroots advocacy relative to the selected legislative issues.

Copies of this RFP will be available from the Florida Developmental Disabilities Council, 124 Marriott Drive, Suite 203, Tallahassee, FL 32301, (850) 488-4180 or Toll Free 1-800-580-7801 or TDD Toll Free (888) 488-8633. The deadline for submitting letters of intent and written questions is prior to 4:00 p.m. EDT on July 27, 2007. The deadline for submitting proposals is prior to 2:00 p.m. EDT on August 24, 2007. Letters of Intent are not mandatory. Letters of Intent will only be accepted by fax, mail, or hand delivery. Letters of Intent by e-mail will not be accepted.

THE ABOVE ANNOUNCEMENT WILL APPEAR IN THE FLORIDA ADMINISTRATIVE WEEKLY & THE FDDC WEB PAGE (fddc.org) ON JULY 13, 2007.

PLEASE FORWARD ALL REQUESTS FOR COPIES OF THE RFP TO MISTY.

QUESTIONS ARE TO BE SUBMITTED IN WRITTEN FORMAT ONLY. THIS IS A LEGAL PROCESS; WE CANNOT ANSWER QUESTIONS VERBALLY.