



Request for Proposal

Public Relations Services for the Society of Professional Communicators

Background: Formed in 1951 as the Worcester County Editors Council, the Society of Professional Communicators (SPC) is made up of writers, editors, graphic designers, web designers, communications consultants and trainers, public relations practitioners, marketing and marketing communications experts, storytellers, photographers, proofreaders, printers, publishers and other working professionals. Some are freelancers, and some work in for-profit or non-profit organizations.

SPC holds monthly meetings from September through May. From September through March, the meetings, usually held at lunchtime, include a guest speaker who addresses a topic of interest to the SPC membership and the broader public. The April meeting is a morning conference which provides in-depth information on an area of current relevance to communicators working in a broad range of fields and professions. Finally, the May meeting—typically an evening, dinner session—constitutes the organization's annual meeting and features a high-profile speaker. The SPC also engages in community service projects, most notably the Elaine Cencak Memorial Scholarship Program, which is offered annually to a student attending a Worcester County college or university with a declared major in a communications-related degree program.

Good publicity for SPC's meetings and other activities is important for a number of reasons. First, fees paid by members and non-members who attend SPC meetings (along with revenue from raffles offered to attendees) cover the cost of the meetings (venue fees, food, speaker fees, etc), cover other SPC operating costs, and enable the organization to offer its annual scholarship. Second, publicity for SPC activities raises the visibility of the organization and its mission in greater Worcester County, helping to bolster the SPC membership. Third, news coverage that showcases the SPC, its events, and its contributions to the community serves to burnish the organizations longstanding reputation as one of the region's leading professional societies.

Status: Currently, all public relations and media relations activities for the SPC are handled by volunteers on the SPC board of directors and from within the membership. The results depend heavily on the available skills and experience within the current board and membership, and on the amount of time those volunteers are able to devote to the tasks. While publicity for SPC events has been adequate over the past few years, the board feels that more could be done to promote SPC events, that significantly more media coverage could be garnered with a more focused and consistent public relations effort, and that such enhanced coverage could drive growth in membership, greater participation at events, and larger numbers of applicants for the SPC scholarship.

The Need: SPC seeks the services of a public relations professional to handle all publicity for its monthly meetings, scholarship program, and other activities, as assigned. Specifically, this individual, working under the direction of a member of the SPC board, will:

1. **Write and distribute news releases** and advisories about SPC meetings and activities.
2. **Maintain and expand distribution lists** of area reporters, editors, and calendar editors.
3. **Make follow-up calls** to reporters and editors to maximize the pick-up of SPC news items.
4. **Coordinate** media releases, media interviews, and on-site media coverage with SPC speakers.
5. **Handle on-site media relations** at SPC meetings and events, as needed.
6. **Report monthly** to the SPC board on PR activities and resulting media coverage.

Deadline and Contact Information: Proposals should be submitted by June 20, 2008. Please include a resume, examples of previous successful PR activities, writing samples, references, and details of fees and desired payment schedule. Send proposals to:

Society of Professional Communicators
P.O. Box 60488
Worcester, MA 01606

Proposals may also be emailed to info@spcgroup.org

For More Information: Please direct questions about this RFP to SPC board member Cynthia Wright, 508-842-1410 or cynwright@townisp.com.