

Action memorandum No.	AM 21-29		
Date action introduced:	September 28, 2021	Introduced by:	Mayor DeWitt
Date action taken:	September 28, 2021	<input checked="" type="checkbox"/> Approved	<input type="checkbox"/> Denied
Confirmed by:	K M		

Action Title:

Directing Administration to Draft and Release a Request for Proposal for Public Relations Services for the City of Bethel.

Route to:	Department/Individual:	Initials:	Remarks:
	City Manager Williams		

Amount of fiscal impact:	Account information:
None	
The drafting of the Request for Proposal if performed by staff would not require a budget modification. Following the review and scoring of the request submissions from possible contractors, Administration/Council would have to allocate funding to support the contract agreement.	

Summary of Need

The Bethel City Council wishes to improve the effectiveness of the organization’s communications with the public in the following areas:

- Media relations to include drafting of press releases, official statements, and fielding inquiries from media outlets
- Policy communications
- Crisis communication and risk analysis
- Social Media Content
- Assisting and supplementing social media relations efforts which may include social media development
- Crisis communication management, as needed
- Talking point development and general media consulting

There are a number of marketing firms that provide supplemental support and guidance on varying levels of need. Establishing a contract with a firm to support the operations of the organization on an as needed, with hourly payment options would provide the City with strong relevant responses to the public and the media from professionals used to and comfortable with distribution of marketing and public relation material.