



REQUEST FOR PROPOSAL (RFP)

The California Partnership to End Domestic Violence (Partnership) invites you to submit a proposal for media trainings and technical assistance with reaching journalists. At this time, we anticipate a four month engagement.

Additional information about our organization, project and scope of contracting services are provided in subsequent pages.

Questions Regarding RFP

- Inquiries concerning this RFP should be submitted to christina@cpedv.org using the subject line: “Media Advocacy RFP Inquiry” by February 12, 2021. Answers will be posted to www.cpedv.org/procurement by February 16, 2021.

Submission of Proposals

Documents must be submitted in the following formats:

- Single space, 1” margins
- Word – Word 2004 or above, Times New Roman
- Excel – Excel 2004 or above
- PDF

Completed proposals:

- Via e-mail to christina@cpedv.org by February 22, 2021.

NOTE

All costs related to the submission of this RFP must be assumed by the submitting individual/organization. No expenses will be reimbursed.

SECTION I. ORGANIZATIONAL OVERVIEW

The California Partnership to End Domestic Violence (the Partnership) is California's statewide domestic violence coalition representing 1,000 members across the state. Representing California's domestic violence community, the Partnership works to inform, inspire and connect all those concerned with this issue, because together we're stronger. In pursuit of our shared vision of a California free from domestic violence, the Partnership promotes the collective voice of a diverse coalition of organizations and individuals working to eliminate all forms of domestic violence. As an advocate for social change, we advance our mission by shaping public policy, increasing awareness, making prevention accessible, and strengthening capacity to promote safety and healing throughout the state.

SECTION II. SCOPE OF WORK

A. Description

With this collaboration, we hope to deepen the bench of survivors, preventionists and advocates who can pitch stories and participate in media interviews.

Equity is one of the Partnership's core values. With connections to over 1,000 people in our field, we are uniquely positioned to challenge hierarchies when it comes to media advocacy. We reject the idea that executive directors and senior leadership should be the only ones to respond to media inquiries or reach out to journalists. Training series and corresponding resources will help authentic messengers reach their communities—and we'd engage in specific outreach to gain the participation of shelter staff, preventionists, survivors, and people who speak a language other than English.

There will be two trainings: one for preventionists and advocates, and another for survivors (we estimate that each would be two-three hour sessions split up over the course of three days). Additionally, we will request the assistance of media specialists in developing a guide for engaging survivors as authentic messengers—and another media advocacy guide specifically for survivors.

Training elements in the outline below may be included (this is subject to change through additional brainstorming).

- An overview of framing and messaging (with worksheets)
- How to broaden stories from portrait to landscape view
- Defining solutions journalism
- What are the elements of newsworthiness?
- Reviewing the continuum of engagement, from proactive to reactive media advocacy. Discussing how to be nimble.
- Providing outlines and descriptions of specific media outreach materials: press releases, media advisories, fact sheets, press kits, and a special focus on pitches

- Preparing for on-camera and off-camera interviews, including selecting authentic messengers, building confidence, and reviewing pivots to challenge unfair questions based on victim blaming.
 - Discuss ways to handle interviews on controversial topics impacting DV and social justice organizations: defunding the police, support of Black Lives Matter, law enforcement pushback, and high-profile cases.
 - Offer ways to lead with strategy in interviews, including advocating for policies and enhancing outreach to specific communities (LGBTQI+ people, as well as Black, Native & Indigenous, and People of Color).
 - Facilitate a connection to a journalist who can help provide a perspective on what makes a compelling story and pitch—especially focusing on prevention. How do you make prevention work turn into a story? How do you respond when the journalist only wants to talk to a survivor? How can you pivot to a broader context when the journalist wants to focus on the most extreme act of violence? How can we answer, “What are five things I can do to stay safe?” types of questions with information on broader community engagement?
 - For the survivor training, work with the Partnership to provide trauma-informed support on story sharing, and provide assistance on how to align it with an advocacy goal.

Another element of this project is supporting the Partnership’s Communications Team in the development of a bimonthly newsletter, so that we can provide journalists with timely stories and content.

- Learn about our priority issue areas, and help us determine who we could build relationships with in order to place them on the newsletter list.
- Suggest content to include in the newsletter—what is the most effective way to communicate trends from the field, the availability of sources, and story ideas?
- Provide introductions to associations that work with journalists. We’re currently interested in the following: Association for Healthcare Journalists; Poynter Institute; Dart Center on Violence & Trauma). Interviewing representatives from these associations could help us ensure that content is newsworthy.
- Assist us with developing indicators to show how engaged journalists are with our content (this could be opens, responses, and/or follow-through for pursuing a story).

B. Scope of Contracted Services

- **March 2021:** Plan a multi-day media advocacy training for 20 advocates and preventionists
- **March 2021:** Working with the Partnership’s Survivor Advisory Committee, develop a guide for advocates who want to engage survivors as authentic messengers

- **April 2021:** Deliver a multi-day media advocacy training for 20 advocates and preventionists (3 hours/day for 3 days)
- **May 2021:** Advise on the development of a newsletter with trends in the field and recent news to journalists
- **May 2021:** Working with the Partnership's Survivor Advisory Committee, plan a multi-day media advocacy training for 10 survivors – aligning their stories with advocacy goals
- **June 2021 (weekends/after work):** Deliver a multi-day media advocacy training for 10 survivors – aligning their stories with advocacy goals
- **June 2021:** Publish a survivor media advocacy guide

C. Timeline

RFP Released	Monday, February 8, 2021
Questions Due	Friday, February 12, 2021
Answers Published	Tuesday, February 16, 2021
Proposal Due	Monday, February 22, 2021
RFPs Reviewed, References Contacted and Interviews Conducted	Tuesday, February 23, 2021
Contract Awarded	Friday, February 26, 2021
Work commences	Monday, March 1, 2021
Work completed	Friday, July 30, 2021

D. Qualifications

Selected contractor will demonstrate the following knowledge, skills, experience:

- At least 5 years in business
- Experience working with social justice organizations in service of advocacy goals; facilitating trainings and developing guides for participants at a beginning level of media advocacy; providing technical assistance on outreach to journalists
- Demonstrated knowledge of goal-setting in media advocacy; framing, messaging, and selecting authentic messengers; solutions journalism; broadening news stories from portrait to landscape view; interview preparation; facilitating critical conversations about media coverage of domestic violence; techniques for relationship building with journalists; pitching strategies
- Demonstrated ability to develop and implement media trainings and resources for advocates, and preventionists; ability to advise on outreach strategies to journalists
- An understanding of privilege and oppression in a social justice framework, as well as a willingness to learn about trauma-informed communication with survivors

SECTION III. PROPOSALS

Those wishing to submit proposals for this Contract should carefully review and submit the following information:

A. General Information

- Name of Individual/Organization
- Contact Person
- Title
- Mailing Address
- Telephone Number
- E-mail
- Website

B. Organizational Overview

- Describe your organization, history and scope of practice
- Provide brief biographies of proposed team (w/ resumes attached)
- Indicate if your organization is women, BIPOC, LGBTQIA, survivor or veteran owned/operated.

C. Qualifications

- Briefly explain why you/your firm is a good fit with our organization and this project
- More specifically, describe how you/your firm meet the required qualifications outlined above (Sec. IID).

D. Proposed Work Plan & Timeline

- Description of proposed process to be used to fulfill the Scope of Work/Project Deliverables noted above
- Outline of key steps, persons responsible and proposed timelines to complete each item

E. Client Management Services & Fees

- Process for managing project, including communications with the Partnership
- Measures and reports to be used to keep project on track and demonstrate fulfillment of expected deliverables
- Proposed project budget aligned with activities in Scope of Work
- Budget narrative, justification and methods of calculation
- Prices for the survivor training and the training for advocates and preventionists, in case we want to repeat these in the future

F. References

- List of clients (name only) for whom you/your company have provided similar consulting services
- Contact information for three (3) specific professional references

SECTION V. ADDITIONAL TERMS

A. Applicant Rights

All materials submitted in response to this RFP become the property of the Partnership upon delivery and shall be appended to any formal documentation, which would further define or expand the contractual relationship between the Partnership and the Consultant/Contractor. Each applicant, as an express condition for the Partnership's consideration of such proposal, agrees that the contents of every other proposal submitted by other applicants with respect to this RFP are confidential, proprietary and trade secret information in all technical areas and waives any right to access such proposals during the RFP process. No submissions or supporting documentation will be returned to the submitting applicant. Neither party shall be liable for disclosures that are required by law.

B. Conflict of Interest

Proposing companies/entities are asked to identify any conflicts of interest in serving the Partnership and to clarify, if applicable, how conflicts will be managed/mitigated to ensure the best interests of the Partnership are met.

C. Reservation of Rights

This RFP does not commit the Partnership to award a contract, to pay any costs incurred in the preparation of the proposal to this request, or to contract for services. The Partnership reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified persons or organizations, or to cancel in part or in its entirety this RFP if, at the sole discretion of the Partnership, the organization determines that it is in its best interest to do so.