

## Q&A regarding Media RFP 8-22-22

### General:

1. Who is your current agency? *Rise Strategy Group.*
2. Why a new agency? *The current contract is up and as a public agency we must RFP for these services.*
3. What platform is your current website? *It is Wordpress-based website now, and it is going to be converted to a Drupal-based website starting on 12/1/2022* Who updates the website? *CCLBA staff updates the website.*
4. When is the last time it was developed? Refreshed? Optimized? *The Website is currently being refreshed under a separate contract.*
5. Can you share past social media budget? And what platforms? *There is not a separate social media budget or contract, it is included in our media relations contract.*
6. Is there a dedicated internal creative team? Account Management Lead? *No*
7. Do you use a project management software? *No*
8. How do you measure success? Please see <http://www.cookcountylandbank.org/data-analytics/>

### Budget:

1. What is the budget you have in mind? *We expect the media relations monthly retainer to be between \$10-15k*
2. Can you provide the budget from the previous year? *\$15,000/month. The scope of work and budget for the current media contract is different from this RFP.*

### Graphics

1. B. Graphics" are you looking for us to just develop a strategy/plan OR are you looking for us to produce/execute these plans?. *We are looking for a graphics package to be developed, not a plan or strategy but actual graphics including: a. Logo b. Letterhead and other branding c. Template for Powerpoint presentations d. Template for on-line documents (graphics, fonts, etc.),*
2. Is there a current brand style guide available to share with awarded agency? *No*

### Crisis Communications:

E. Crisis Communications" are you looking for us to just develop a strategy/plan OR are you looking for us to produce/execute these plans? *Develop a strategy/plan which includes a crisis team in place to handle statements, media relations and developing content.*

### Events:

"D. Events" how many attendees should scope for? Cost varies significantly based on attendance, of course? *CCLBA events are typically limited to less than 100 people. CCLBA will pay any costs directly for the event, not the media team.*