

Request for Proposal (RFP) for Media Relations and Public Awareness Campaign

Introduction

The American Association of Nurse Practitioners® (AANP) is seeking proposals from qualified vendors to provide comprehensive media relations and public awareness campaign services for the year 2025. This RFP includes the option for a yearly extension for up to three years, with a 30-day termination clause at the end of each 12 months. The primary goals are to enhance the visibility of nurse practitioners (NPs) in the media as health care experts raising public awareness about the role and contributions of NPs, particularly emphasizing the patient and community benefits to full and direct access to NP delivered health care.

Scope of Work

Media Relations

The selected vendor will be responsible for executing a robust media relations strategy to continue positioning NPs as the health care provider of choice for millions of Americans and vital to addressing the nation's need for access to high-quality health care. The scope includes but is not limited to:

- **Research and Planning:** Conduct research, review past media coverage and hold strategy sessions with AANP to define goals and create an annual work plan.
- **Message Development & Testing:** Evaluate the effectiveness of association messages. If a new direction is suggested, provide drafts and the potential challenges/benefits based on use cases or other information. Present message samples to focus groups, as needed, to measure reactions such as comprehension, recall, attitude, emotion and behavior.
- **Proactive Media Outreach:** Pitch national and regional broadcast, radio and print reporters, including trade reporters, to secure earned media placements. Vet media requests, which includes providing background information on outlet, reporters and an initial evaluation of the risks and benefits of responding. Then provide to AANP staff for final review.
- **Content Development:** Write and distribute press releases, op-eds, letters to the editor and media advisories. Ensure nuanced language is incorporated moving forward to avoid unnecessary editing.
- **Media Events:** Organize satellite media tours, press conferences and special events as needed.

- **Interview Prep:** Coordinate with media spokespeople, create talking points, prep spokespeople as well as follow up with reporters and editors.
- **Reputation Management:** Assist in responding to media stories that pose a reputational risk to the profession or association by developing and implementing an immediate action plan to contain, reframe or counteract these efforts and proactively promote positive news and narratives about NPs. A direct response versus a dilution strategy is determined based on analytical variables such as the immediate and potential reach of the original message.
- **Account Management:** Coordinate weekly progress meetings, daily calls and emails as needed, as well as daily media monitoring clips and provide monthly dashboard reports.
- **Media Training:** Provide high-level media training for AANP leadership.

Public Awareness Campaign

The public awareness campaign aims to raise awareness of the high quality care provided by NPs to patients through a national and state media buy. The work should include:

- **Media Measuring:** Helping to measure effectiveness of media ad buys and existing efforts to determine reach, ROI and potential alternatives where applicable.
- **Campaign Development:** Create an integrated comprehensive campaign plan for broadcast, digital and print.
- **30 Second Commercial:** Based on effectiveness review, develop script, story boards etc., which will be vetted and approved by AANP staff, and ultimately produced and used to raise awareness of how NPs are improving access to high-quality care.
 - **Media Buy Management:** Manage a \$1,000,000 national and state media buy, ensuring strategic placement across television, radio and online platforms.
 - **Target Markets:** Focus on up to ten selected states plus Washington, D.C., for targeted advertising.
 - **National Cable Advertising:** Place advertisements on national cable networks.
- **Radio Advertising:** Conduct radio spot market advertising in selected markets.
- **Digital Advertising:** Work with AANP in-house staff to develop and implement digital advertising strategy targeted at policy and health care influencers and consumers. AANP team will create ads and perform placement.

Proposal Requirements

Proposals should include the following information:

1. **Executive Summary:** A brief overview of the firm’s qualifications and approach to fulfilling the RFP requirements.
2. **Company Profile:** Background information about the firm, including relevant experience and expertise in media relations and public awareness campaigns.
3. **Project Team:** Details of the team members who will be assigned to this project, including their roles and qualifications.
4. **Technical Approach:** A detailed description of the proposed approach to meet the scope of work, including methodologies, tools and timelines. This includes working with staff across three departments to coordinate and balance media coverage with political sensitivities and efforts.
5. **Past Performance:** Case studies or examples of similar projects successfully completed, with references.
6. **Budget and Pricing:** A detailed budget outlining costs associated with each component of the scope of work, including any additional expenses.
7. **Contract Terms:** A proposed contract for discussion which should include terms for a yearly extension (for a total of three years) and a 30-day termination clause at the end of 12 months.

Submission Guidelines

- **Submission Deadline:** 5 p.m. CT, Friday, Sept. 27, 2024
- **Format:** Proposals must be submitted in PDF format, unless prior discussion on a different format is discussed with AANP.
- **Contact Information:** All proposals should be sent to Erin Philp at ephilp@aanp.org.
- **Current Representation:** Firms cannot currently or during the length of the contract represent health care provider groups or other organizations that do not align with AANP goals.
- **Questions:** Any questions regarding the RFP should be directed to Erin Philp at ephilp@aanp.org by 12 p.m. CT, Tuesday, Sept. 17, 2024.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Qualifications and Experience:** Demonstrated expertise in media relations and public awareness campaigns.
- **Technical Approach:** Clarity and feasibility of the proposed approach.
- **Past Performance:** Track record of successful projects and client satisfaction.
- **Budget and Pricing:** Cost-effectiveness and alignment with the project budget.
- **Contract Terms:** Reasonableness and flexibility of the proposed contract terms.

Anticipated Timeline

- Sept. 17, 2024 – Questions due.
- Sept. 27, 2025 – Submissions due.
- Oct. 31 and Nov. 1, 2024 – Interviews with highest ranking firms.
- Dec. 1, 2024 – Award contract.
- Jan. 1, 2025 – Begin work.

Conclusion

The American Association of Nurse Practitioners® is the largest professional membership organization for nurse practitioners of all specialties. It represents the interests of the more than 385,000 licensed NPs in the U.S. AANP provides legislative leadership at the local, state and national levels, advancing health policy; promoting excellence in practice, education and research; and establishing standards that best serve NPs' patients and other health care consumers. As *The Voice of the Nurse Practitioner*®, AANP represents the interests of NPs as providers of high-quality, cost-effective, comprehensive, patient-centered health care.

AANP is committed to enhancing the visibility and awareness of NPs and looks forward to receiving proposals from qualified vendors. The successful firm will have the opportunity to play a significant role in promoting the vital contributions of NPs.

Thank you for your interest in partnering with AANP. We look forward to reviewing your proposals.