

**INVITATION FOR BID  
FOR  
MEDIA RELATIONS PLATFORM  
FOR  
PENNSYLVANIA TREASURY DEPARTMENT**

**ISSUING OFFICE:**

**PA Treasury Department  
Bureau of Support Services  
3T-A Finance Building  
Harrisburg, Pennsylvania 17120**

**IFB #22-001**

**BID RELEASE DATE: Monday, May 16, 2022  
BID OPENING DATE: Monday, June 6, 2022**

**MEDIA RELATIONS PLATFORM  
FOR  
PENNSYLVANIA TREASURY DEPARTMENT**

**Background**-----

The Department of Treasury, Bureau of Communications is requesting bid for a Media Relations Platform.

**Contract Requirements and Qualifications**-----

**Invitation to Bid: Media Relations Platform**

- Needs of a Media Relations Platform:
  - Ability to have multiple users (a minimum of 6) for the Pennsylvania Treasury Department account, with no additional cost per user.
  - Must be able to seamlessly transfer all saved data to include complete distributions lists without significant data entry efforts by Treasury employees.
  - Media Contacts Database:
    - Database required to include all reporters who cover beats that the Pennsylvania Treasury Department and/or Treasurer Stacy Garrity are involved in.
    - Database should include at least 250,000 reporters.
    - Database must have most up-to-date contact information possible for all reporters.
    - Ability to create unlimited number of custom press lists that can be shared across multiple users.
    - Ability to seamlessly view a reporter based on their outlet, beat, location, published work, and social media accounts.
    - Ability for users to add reporters, or suggest additions, to the database.
    - Ability for users to edit contact information for reporters in the database.
    - Database must be maintained and expanded on a continuous basis to ensure up-to-date reporter names, contact information and media outlets. Service will utilize dual approach: (1) reviews conducted by employees and (2) updates made through automated signals. Native speakers working with local media landscape experts for the different languages/countries must be employed.
  - Media Monitoring:
    - Ability to track all media hits in real time, and archive all media hits for free and for unlimited time period. Must include broadcast television, radio, and print.
    - Ability to track all media hits for their financial impact, sentiment, number of people reached, and specific location.
    - Ability to receive news reports in real time.
  - Ability to customize distribution materials to include, but not limited to, inclusion of a logo.
  - Service should have a mobile app, in addition to a desktop-based platform.
  - Ability to view and analyze information on website and social media platforms to show digital impact. Access should include but not be limited to: Facebook, Twitter, YouTube, and the Pennsylvania Treasury Department website.
  - Must be compatible with Google Analytics.
  - Ability to pitch journalists directly through the platform, and to send press releases widely through the platform.

**Term of Contract**-----

The contract is a three-year contract with (4) optional one-year increment renewals. The term is to be completed within an agreed-upon time frame prior to the contract.

Any questions regarding the bid should be directed to Pam Blanch-Friedrich at IFB22-001@patreasury.gov (Please use "IFB #22-001" in the Subject line.)

**Payment Terms**-----

Invoices should be submitted to the Pennsylvania Treasury Department on a yearly basis.