

Digital Media and Media Relations

PRB is soliciting proposals for digital media management and media relations support.

Background

Founded in 1929, PRB is a global, not-for-profit organization that uses population data to inform and advance action on the most pressing challenges facing our world. We report on demographic, social, and economic trends and promote evidence-based practices that improve the health and well-being of all people. We have more than 65 staff in Kenya, Senegal, and the United States.

See the [full request for proposals and scope of work](#).

Q&A: Additional Background

Q. What's the monthly budget for this scope of work?

A. PRB has just completed development of a new strategic plan and we are in the process of determining how our digital media and media relations can best support that plan, so the budget is under review. Based on current practices for social media, we estimate 15-20 hours/month. The audit of our digital media platforms is not reflected in this estimate.

Media relations typically requires fewer hours. Based on current practices for earned media, we estimate an average of 2-3 hours/month responding to requests, monitoring coverage, etc., with additional hours occasionally needed when larger demand develops. In most years, we have a few products that we call out for earned media attention on their publication and we allocate additional hours for this work. We don't yet have any 2023 products that rise to this level of attention.

Q. Does PRB have a broader communications plan or strategy that this consulting work would fit within and support?

A. No. We are in the process of determining how our communications work may shift to support our new strategic plan.

Q. Who are our main peer organizations?

A. FHI 360, Pew Research Center, Population Council, Urban Institute.

Q. Where are we aiming for media coverage?

A. We have traditionally focused on media coverage in the United States and it remains our primary market. However, we are interested in reaching more markets abroad, particularly in East Africa and West Africa (including Francophone West Africa), as our work there continues to grow.

We feel that the demographic perspective is missing from a lot of stories, such as those on labor force—economists are the go-to experts here, but demographers can add a lot of value to the conversation. Examples of outlets where we'd like to be featured more often or break into include NPR, AP, The Atlantic, Bloomberg, The New York Times, Slate, Vox, and Washington Post. Outside of print media, television markets like PBS New Hour and others would be appropriate.

REQUEST FOR PROPOSALS: Q&A

Q. Do we want to focus our earned media outreach on certain experts or subject areas?

A. Subject areas include child well-being, gender and race equity, reproductive health, and the U.S. Census.

Q. Who is our most engaged audience currently?

A. Domestically: educators. Internationally: organizations we partner with overseas.

Q. Who is our most important audience?

A. Researchers and policymakers, funders and potential funders, and the press/media.

Q. Would the communications work envisioned in this RFP equally support all PRB programs and projects, as well as development of the organization's overall brand? Or would particular projects/objectives be prioritized?

A. The activities described in this RFP primarily support the organization by promoting products and other work created under our projects. Our main focus is to raise the visibility of the organization's brand.

Q. How much coverage are we hoping to generate from earned media? Are there metrics by which we evaluate the success of such work?

A. We would like to see increases in our average downloads, engagement time on web pages, and engagements on social media platforms.

Q. The outcomes of a digital media audit and digital media strategy development process could result in differing approaches to day-to-day social media management—including the amount of work and how best to resource it. Would PRB be open to a shorter-term contract, during which the audit would be conducted and strategy developed, before deciding on the scope and structure of a longer-term social media management approach?

A. No. However, if the implementation of the strategy requires work that is not covered in the scope of work, PRB is in principle open to adding or revising elements of the scope of work to fit the requirements of the strategy.

Q. What social platforms are most important for us right now?

A. Most of our followers are on Twitter, as is our engagement, with LinkedIn seeing some growth recently. We want to assess how the social media landscape is shifting and whether we should have a presence on other social media platforms (currently Twitter, LinkedIn, Facebook, and Instagram) or consolidate. Where are our audiences going, if anywhere?

Q. What internal support do we have to create assets for social media and lead community management?

A. We have an in-house designer and video editor who traditionally support the creation of visual assets for digital media, with staff researchers and editors supporting written assets. Their time may be limited.

Q. Will the consultant/vendor be interacting and collaborating with staff across PRB and potential external partners and stakeholders or with a single person who is responsible for broader interaction and engagement?

A. The consultant/vendor will primarily work with one point of contact within PRB's Communications Department for social media. Media relations work will include collaborating with other PRB staff as needed.

REQUEST FOR PROPOSALS: Q&A

Q. What does success look like in six months? In one year?

A. Our six-month goal is to increase our users and engagements on one or more platforms and be implementing a revised strategy for our digital media and media relations. Within that timeframe, and one year from now, we'd like both portfolios to have incorporated practices and standards that support our strategic plan.