

# ANIMAL SERVICES DEPARTMENT

## PUBLIC RELATIONS SERVICES

### 2.0 SCOPE OF SERVICES

#### 2.1 Background

Every year, ASD provides refuge for over 27,000 unwanted cats and dogs. ASD staff and volunteers work diligently to find life-long homes for the abandoned animals in its care by facilitating onsite adoptions, hosting off-site adoption events throughout the community, and working collaboratively with over 70 rescue organizations who share in ASD's goal of a "no kill" Miami-Dade County. Additionally, ASD provides care and shelter as well as, "lost and found" assistance for lost pets until they are claimed by their owners.

ASD will be opening a new shelter that will be located at 3651 NW 79 Avenue, Doral, Florida 33166. The new shelter will feature an adoption center with best practice animal quarantine areas to protect animals and prevent the spread of disease. The improved clinic facility will have higher capacity to provide services such as spay and neuter to accommodate the County's growing community. Construction of the new shelter is underway and it is expected to be completed and opened in the winter of 2015.

Miami-Dade County, hereinafter referred to as "the County", as represented by the Miami-Dade County Animal Services Department (ASD), is soliciting proposals from qualified public relations firms to plan, develop and execute a targeted public education and awareness campaign for the shelter and other ASD initiatives and services. The campaign must generate publicity in print, television, radio, and online outlets that will generate news coverage, feature articles, event listings, and related publicity leading up to the grand opening of the new shelter, during a three-month period after the shelter grand opening and as needed. The selected Proposer must ensure the information regarding the new shelter location and any related program improvements are kept in the media to maintain the public informed.

The selected Proposer should have experience in media relations, crisis communications, social media strategies and campaign management, market research, special event planning and management, community outreach, translation services, development of press releases, media kits, and publicity.

#### 2.2 ASD Goals and Objectives

##### I) Promote Pet Adoptions

- a. Increase on-site shelter adoptions by developing innovative multi-channel promotions that create a buzz and draw people to the shelter.
- b. Increase off-site pet adoptions through multi-channel promotions that draw potential adopters to the events.
- c. Increase the number of off-site adoption events through networking and developing or strengthening partnership opportunities that increase and facilitate adoption events.
- d. Increase the number of partnerships with animal welfare and rescue organizations that share in "no kill" goals and contribute to our "live" release efforts.

##### II) Develop and Increase Community Education Efforts

- a. Decrease shelter intake and overcrowding by promoting pet retention programs, e.g., Deferral Program, pet loss prevention such as pet microchipping – to include focus on keeping information updated, and spay/neuter.

**III) Increase Community Support for ASD**

- a. Improve perception of ASD by creating a sense of trust and transparency by including save rate information and promoting re-enforcing commitment to “no kill” programs and efforts in all communication materials and public relation efforts. Criteria for measurement of success of these efforts need to be established.

**2.2 Services to be Provided****1) Media and Public Relations Services**

Services may include but are not limited to:

- a) Develop a strategic public relations plan that includes media relations, community outreach, communication strategy, and timeline for implementation.
- b) Develop media lists.
- c) Research, write and distribute press releases to targeted media outlets.
- d) Recommend public relations and publicity efforts to supplement paid advertising, including cooperative advertising partners.
- e) Develop a media kit.
- f) Develop speeches/talking points as directed.
- g) Fulfill media requests as directed by ASD.
- h) Coordinate and manage press conferences, media tours and special events.
- i) Pitch stories to targeted media audience.
- j) Provide creative ideas for unique partnerships to leverage resources.
- k) Provide monthly press clippings report.
- l) Provide media training for County spokespersons.
- m) Assist County staff with the implementation and promotion of special community outreach and/or promotional projects and events in collaboration with local partners.
- n) Create various outreach programs that target specific demographics based on program needs.
- o) Garner at least six stories per quarter featuring the campaign’s key messages in local media (TV, print, radio and online).