



Request for Proposal

State of the Education Beat Communications Consultant

The Education Writers Association is seeking a consultant to develop and implement a communications strategy for reporting and publicizing the results of a forthcoming national study of U.S. education journalists conducted in 2020.

Background

EWA, the national professional organization dedicated to advancing media coverage of education, plans to release a report later this year on the state of U.S. education journalism. Conducted on EWA's behalf by the Education Week Research Center, the report will feature results from a national survey and interviews with members of the U.S. news media who cover education. This will be EWA's second State of the Education Beat report, with the first having appeared in 2016.

Project Goals and Scope of Services

A key purpose of the forthcoming State of the Education Beat report is to inform the field and other stakeholders about the professional practices, working conditions, views and characteristics of today's education journalism workforce. The report will build on its 2016 predecessor, providing insights on how the field has shifted during a period of marked change in the sector's external and internal environments.

The consultant will work closely with EWA staff and its collaborators to plan and carry out the release and dissemination of the report and its findings. The consultant will work to create a strategic communications plan and compelling materials to drive attention to the State of the Education Beat report and promote its findings to multiple constituencies. The plan will include strategies for securing opportunities for EWA representatives to present the findings to diverse audiences in a virtual environment, and in person as conditions permit.

The selected firm/consultant will be expected to:

- Provide written and verbal advice and counsel on the presentation of the findings, including in a report, via videos, and on social media
- Develop strategies for communicating specific findings to different audiences, based on their job functions, industry sectors, interests, identities and/or other variables
- Produce messaging for various audiences for dissemination on digital platforms, virtual convenings, and social media
- Actively collaborate with key EWA staff, EdWeek researchers, an outside video production firm, and other stakeholders as needed

Timeline

Deadline for Bidders to Submit Questions: October 5, 2020

Deadline for Proposals: October 7, 2020

Target Start and End Dates: October 14 to December 15, 2020



Evaluation Criteria

The successful respondent will have:

- Demonstrated experience creating successful communications campaigns
- Background in or passion for education issues and/or journalism
- Demonstrated experience in using digital tools to disseminate high-quality, professional messaging in multiple media
- Demonstrated ability to complete projects involving multiple organizations
- Top-notch verbal and written communications skills
- Strong project management skills, ability to meet deadlines, and attention to detail

Proposal Instructions

The proposal should be sent to ewa-rfp@ewa.org in a Word document. Please keep the proposal to five pages or less. The proposal should include:

- A brief overview of your practice (organization, company, independent work, etc.), including a short introduction to you/your team
- Examples of work with nonprofits are especially appreciated
- Topline overview of how you would approach addressing the needs outlined in this RFP
- Proposed budget
- Responses should be clearly marked EWABeatComms_Name_Date

Budget Range

The budget range for this request for proposal is between \$10,000 and \$20,000.

Equal Opportunity

The Education Writers Association is an equal opportunity employer committed to a diverse work environment. People of color, people with disabilities, and people of diverse sexual orientations, gender expressions, and identities are encouraged to apply.

About EWA

The Education Writers Association is the national professional organization dedicated to advancing education journalism. EWA's mission is to strengthen the community of education writers and improve the quality of education coverage to better inform the public. EWA pursues this mission with activities that include high-value in-person and online training; timely information and reporting resources tailored to busy journalists; reporting fellowships and customized, one-on-one assistance; and high-profile recognition efforts. Through these and other initiatives — including partnerships with like-minded organizations in the journalism and education sectors — EWA works to knit together and strengthen the national education journalism community. EWA is a federally recognized 501(c)(3) nonprofit organization. For more information about EWA and its work, visit EWA.org.