

Request for Proposals  
for  
Publicity Contractor  
February, 2022



## 1. Introduction

In 1999, Grist set out to make a difference and saw the power of the internet when the digital world was in its infancy. Today, we're a trusted news source for millions of monthly readers.

We recently completed a comprehensive rebrand, committing ourselves to climate, justice, and solutions. This rebrand has borne fruit. We have an increasingly engaged readership, an all-time high number of members, and we won the prestigious Online Journalism Award for General Excellence.

In addition to our Editorial operation, we also have a solutions lab -- called Fix -- which changes the narrative on climate change through creative storytelling, network building, and events. Launched in 2016, the Grist 50 is our annual list of Fixers, emerging climate leaders and innovators who are cooking up the boldest, most ambitious solutions to humanity's biggest challenges.

We have worked with some PR agencies in the past and have enjoyed some moderate success with press coverage. We are looking to work closely with an independent publicist who can help us to expand our reach and introduce us to new audiences.

## 2. Scope of Services

The purpose of this project is to undertake press outreach for Grist and our component programs. Including:

- **Publicity for major projects**
  - **Major editorial features.** We publish 4-6 major editorial features a year. They do very well on our website from a traffic perspective. But we would like to extend the reach by securing prominent placements in newsletters and news roundups. Past features have covered such important issues as [lead contamination](#) in Southern California, [Abandoned oil wells](#) in Texas and New Mexico, and the [Trump administration rollbacks](#) of environmental protections.
  - **Major Fix features.** We also publish 4-6 Fix "explorations," topically linked features that tell the story of climate change in innovative ways. Our most [recent](#) predicted the climate innovations to come in 2022.

- **Increasing daily press coverage**
  - **Booking Grist talent.** We have a number of journalists who have made appearances on radio, television, and over the top media. We would like to increase the bookings and to get more prestigious placements. (Some examples include [KCRW](#), [Marketplace](#), and [Here and Now](#).)
  - **Writing press releases** announcing new hires, award wins, major initiatives etc.
  - **Distributing press releases** to journalists and networks

### 3. Budget

We have budgeted \$2,000 a month for this work. We'd ideally start with a 3-month engagement. We are happy to discuss the feasibility of the budget and timeline and what could be changed from the anticipated scope.

### 4. Proposals

The proposal should include:

- A bio and CV
- A summary of past work with clients
- Anticipated budget
- Any concerns or anticipated challenges
- The proposal is due no later than February 18, 2022 at 5pm ET
- Please submit proposals to Christian Skotte, at [cskotte@grist.org](mailto:cskotte@grist.org)

### 5. DEIJ

Grist is committed to working with contractors who actively support Diversity, Equity, Inclusion and Justice ("DEIJ"). To that end, we will prioritize candidates who have shown a commitment to DEIJ.

### 6. Confidentiality

(a) The Recipient of this RFP agrees that all information, whether or not in writing, of a private, secret or confidential nature concerning the Company's business, strategy, business relationships or financial affairs (collectively, "Proprietary Information") is and shall be the exclusive property of the Company. The Recipient will not disclose any Proprietary Information to any person or entity other than employees of the Company or use the same for any purposes without written approval by an officer of the Company, unless and until such Proprietary Information has become public knowledge without fault by the Recipient.

(b) The Recipient agrees that his/her obligation not to disclose or to use information and materials of the types set forth in paragraphs (a) and (b) above, and his/her obligation to return materials and tangible property set forth in paragraph (b) above also extends to such types of information, materials and tangible property of customers of the Company or suppliers to the Company or other third parties who may have disclosed or entrusted the same to the Company or to the Recipient.