

CITY OF WEST HOLLYWOOD
REQUEST FOR
QUALIFICATIONS

Professional Writing Services
(as needed)

(Deadline to submit: 12/31/2019)

Date Issued: July 18, 2019

Amended: September 19, 2019



PROFESSIONAL WRITING SERVICES — PROJECT DESCRIPTION

From time to time, the City of West Hollywood requires highly qualified and experienced writers for a wide array of City projects. The City is currently gathering qualifications from interested writing professionals to establish a pool of individuals who can provide writing services on an as-needed basis.

ELIGIBILITY

This Request for Qualifications is open to experienced and professional writers with demonstrated training and experience in news writing, feature story development, interviewing, copy, content writing, editing, proofreading, and ongoing story development on City projects — some with quick turnaround times and some with extended timelines. The City of West Hollywood seeks writers with proven professional experience and the ability to translate sometimes-complex information into easy-to-comprehend written content for an array of audiences. The awarded contractor(s) will provide writing, copy-editing, and proofreading services that include creating written content for projects including campaigns, ads, articles, blogs, emails, electronic newsletters, and more. Writing tasks may include making structural changes to technical content to help the narrative flow and emphasize crucial points; checking that research is well-substantiated and clearly delineated; and crafting text that has the appropriate level of detail for audiences that may include elected officials, decision-makers, stakeholders, reporters, and specific audiences within the West Hollywood community, such as residents, businesses, and more.

SELECTION PROCESS

The City of West Hollywood's Communications Department staff will convene a minimum of three times on a regular basis and as needed to review submissions through this Request for Qualifications period, which ends on December 31, 2019.

The City's Communications Department serves as the office of primary responsibility for day-to-day hiring and management of writers providing Professional Writing Services. All pieces submitted will be subject to editing and production notes by the City's Communications Department. The writer will be expected to adhere to City of West Hollywood style and voice guidelines.

The selected contractors shall provide writing and copy editing on a range of writing projects requiring different techniques and styles to suit the medium and the audience. The selected writer shall interpret and translate complex ideas and findings into accurate, yet easy-to-understand language, write for the intended audience, and process and apply feedback provided by the City's Communications Department.

SELECTION PROCESS (continued)

Writing for the City of West Hollywood requires familiarity with the City of West Hollywood's community, history, and areas/topics of public policy. Contractors will be expected to review and adhere to principles and standards set forth in the City of West Hollywood's Communications and Community Engagement Strategic Plan.

As part of the onboarding strategy, Communications staff will meet with the selected contractors to share the goals of the Communications Department and information regarding specific projects. In addition, the selected contractor(s) must adhere to the City of West Hollywood's Brand Guidelines and Associated Press style guidelines, which should be applied to all work products requested under the scope of work.

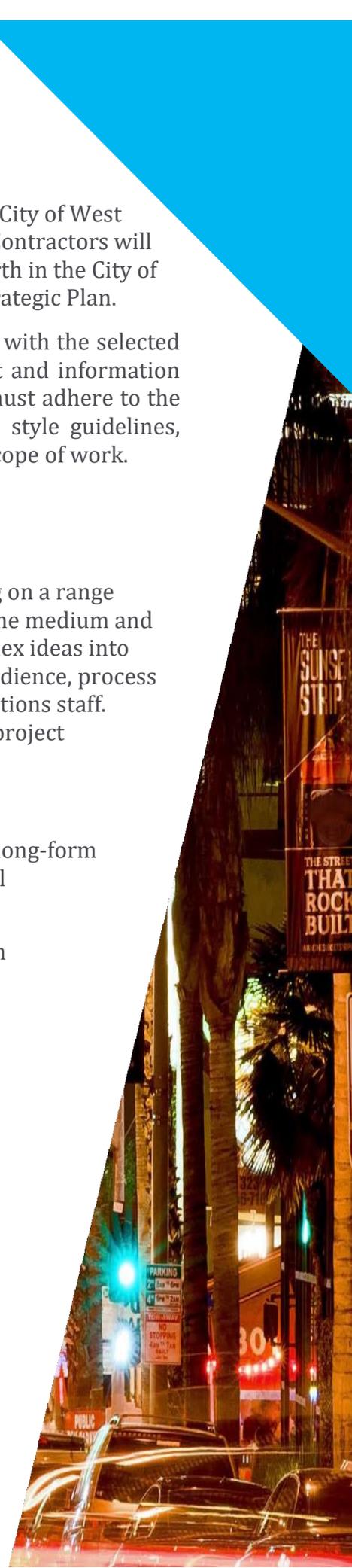
SCOPE OF WORK

The selected contractor(s) shall provide writing and/or copy-editing on a range of writing projects requiring different techniques and styles to suit the medium and the audience. The selected writer shall interpret and translate complex ideas into accurate, yet easy-to-understand language, write for the intended audience, process and apply feedback provided by City of West Hollywood Communications staff. The objective, timeline and deliverable for each writing and editing project will vary in frequency and length.

Projects may include, but are not be limited to:

- Creating, editing and proofreading copy for articles and short-and long-form blog posts intended for publication on City of West Hollywood digital properties, and other external websites, such as news outlets
- Creating copy for external stakeholder and internal communication campaigns, including broadcast emails
- Writing opinion/editorials
- Creating monthly news briefs documents
- Creating advertising copy

Other projects may include summaries of past and current topics of interest to the City of West Hollywood, such as reports, strategic plans, and other items to create compelling original articles.



SCHEDULE + BUDGET

Qualified writing professionals will be scored and applicants, if deemed to pass with by rating of a selection committee, will be issued a contract for services. The issuance of a contract is not a guarantee of work; rather, it is a pre-qualification.

Following the establishment of a contract, project(s) may be assigned on an as-needed basis. Each project will require an approved scope of work with estimated hours, rate/fee, not-to-exceed amount, and a purchase order issued by the City's Finance Department before work may begin.

Prior to commencing work, the consultant must attend an orientation with Communications Department staff. For each project or assignment, the City of West Hollywood's Communications Department and successful applicant will agree upon the timeline and process, such as when drafts are due for review and an approximation of how many rounds of edits will be required to bring a project or assignment to completion.

SUMMARY OF DESIRED QUALIFICATIONS

The following qualifications are desired:

- Three or more years of experience producing written content for decision-makers and elected officials, such as executive summaries and blogs to demonstrate thought leadership
- Three or more years of experience producing written content for media and news outlets, such as op-eds and blog posts
- Experience in interpreting and translating complex topics, such as budget proposals, policy briefs, and research findings into easy to understand language that appeals to a wide audience
- Experience in producing a variety of written content under aggressive timelines
- Background in journalism and/or PR is preferred
- Ability to attend meetings at City Hall offices as needed is preferred

ABOUT CITY OF WEST HOLLYWOOD

The City of West Hollywood is like no other city in the world.

Located in the heart of metropolitan Los Angeles, the City was incorporated in 1984 by a unique collaboration of people including LGBT activists and advocates for affordable housing. At only 1.9 square miles, West Hollywood is a robust economic and cultural center instilled with idealism, creativity, and innovation. A spirit of community activism and civic pride thrives in West Hollywood for many of its approximately 35,000 residents.

The city has a strong progressive political voice and is filled with rich history. Tourists from all over the globe visit West Hollywood for its iconic destinations such as The Sunset Strip and historic Route 66. The city's thriving creative and entertainment communities set trends in design, dining, music, fashion, art, and architecture.

Read more at www.weho.org and follow [@wehocity](https://twitter.com/wehocity) on social media.

TO APPLY

Applications must be submitted online:
<https://wehocomms.typeform.com/to/gHYriS>

QUESTIONS

For all questions related to this Request for Qualifications, please contact:

Sheri A. Lunn

City of West Hollywood
Public Information Officer
(323) 848-6391
slunn@weho.org

The City of West Hollywood reserves the right to cancel or postpone this Request for Qualifications at any time.

REQUIRED DOCUMENTS

The application will require the following information. Please read all of the information listed carefully. This is a request for qualifications and NOT a solicitation for proposals. Incomplete applications will be disqualified from consideration.

1. General Contact Information
 - Name, Address, Phone, Email
 - Website, Instagram, Twitter (if applicable)
2. Hourly Rate and/or Fee Schedule - Clearly indicate proposed hourly rates for services.
3. Cover letter narrative of qualifications and relevant experience: no more than two (2) pages providing the following information:
 - a. Description of relevant experience producing written research content. Written content includes, but is not limited to executive summaries of reports and studies, blogs to demonstrate thought leadership, opinion editorial pieces, and other research-based content on internal or external audiences.
 - b. Description of relevant experience producing written content for the media, such as press releases for media distribution, and other research related-based content such as op-eds and blog posts.
 - c. Description of relevant experience in interpreting and translating complex topics, such as budget proposals, policy briefs and research findings into easy to understand language that appeals to a wide audience.
 - d. Description of why, specifically, you would like to work with the City of West Hollywood.
4. CV/RESUME: (four-page maximum)
5. WORK SAMPLES: (PDF with examples or link/URL to online portfolio) Applicant must provide sample(s) of similar/comparable articles, which demonstrate applicant's skill as a writer, and relevant experience and expertise. Proposer may submit up to five (5) relevant articles (no more than five and no less than two).
6. REFERENCES: Provide phone and email references for at least three (3) references who can speak to their experience working with you on projects completed within the past five (5) years.

The proposer agrees that, by submitting application proposal, the proposer authorizes the City of West Hollywood to verify any or all information and/or references submitted.

