

**REQUEST FOR PROPOSAL**  
**MEDIA MONITORING SERVICES**

**GENERAL INFORMATION**

**1. LOCATION**

- A. The Rhode Island Lottery (RIL) is located at 1425 Pontiac Avenue, Cranston, Rhode Island, 02920.

**2. BACKGROUND**

- A. The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified vendors to monitor local and national media coverage related to Rhode Island Lottery and its products in a timely manner, including actual audio for radio and audio and visual television coverage, not strictly transcripts. RIL should also be able to conduct separate searches of a particular product or news piece that ran at a specific time.

**3. TYPE AND LENGTH OF CONTRACT**

- A. The terms of this contract will be for one (1) year with the option of the RIL to extend the contract annually for up to two (2) one (1) year extensions under the same terms and conditions of the initial contract. Such options for extensions are at the sole discretion of the RIL and may be executed at any time.
- B. It is the policy of the RIL to make every effort possible to assure the participation of small, minority, and female-owned businesses pursuant to Section 4, entitled "Vendor Qualification," as outlined in the Procurement Regulations, promulgated pursuant to 32-1 of the General Laws of the State of Rhode Island, and as mandated in Title 37, Chapter 14.1 of the General Laws of the State of Rhode Island, entitled "Minority Business Enterprise".
- C. The laws of the State of Rhode Island, including the State's General Conditions of Purchase, shall govern any contract(s) resulting from this RFP. If the successful bidder is an out-of-state vendor, prior to the final award, the vendor will be required to file an Application for Certificate of Authority as a Business Corporation/Foreign Business Corporation on the Rhode Island Secretary of State website, [www.sos.ri.gov](http://www.sos.ri.gov) and must remain a member in good standing. This registration will require an initial filing fee as well as annual filing.

**4. REQUIREMENTS OF RESPONDENTS**

- A. Bidders are expected to provide the following monitoring and reporting services:
1. National, regional and local newspapers,
  2. National, regional and local radio,
  3. National, regional and local television, and
  4. Online websites, blogs, and social media sites

**5. PROPOSAL REQUIREMENTS**

- A. Bidders are to provide information on their:
1. Delivery platform of results,
  2. Analysis capabilities for tone and sentiment,
  3. Ability to provide advertising rate information to judge value of coverage,
  4. Ability to provide Nielson ratings, viewership, readership and geographic region, and
  5. Ability to provide real-time audio accessibility for radio and real-time audio and visual accessibility for television.
- B. Bidders are encouraged to provide a brief written statement that explains why their services would best meet the objectives of the RIL and this RFP. The statement shall describe any additional features, aspects, or advantages of bidder services in any relevant area not covered elsewhere in its proposal.

**6. VENDOR QUALIFICATION**

- A. Bidders must provide the following information in their bid response:
1. Brief history of company,
  2. Principals of company and organization structure, and
  3. List of names and contact information for all current and recent customers/clients to be used for references and/or comparative purposes.

**7. SELECTION PROCESS**

- A. The RIL will base their selection on a combination of factors including, but not limited to, media sources monitored; the number of keywords to track; ability to adjust searches; ease of saving media clips, tracking coverage and creating reports; and pricing.

**8. COST TO VENDORS**

- A. All proposals are submitted at the vendor's sole risk and expense. The RIL shall not, under any circumstances, be responsible for any costs or expenses incurred in submitting a response to this solicitation.

**9. REJECTION OF PROPOSALS**

- A. The RIL reserves the right, without liability, to reject any and all proposals at any point prior to the award of a contract and/or cancel this procurement.

**10. SCHEDULE OF EVENTS**

- A. Written questions related to the RFP must be submitted no later than 4:00 p.m. on Thursday, February 21, 2013, and sent either by fax or e-mail, to:

Terri Kiernan  
[tkiernan@rilot.ri.gov](mailto:tkiernan@rilot.ri.gov)  
Fax: 401-463-5669  
Telephone: 401-463-6500 Extension 104

Vendors not submitting questions, but who wish to receive a copy of questions and answers, should e-mail or fax their contact information to Terri Kiernan.

- B. Answers to all questions will be provided no later than 4:00 p.m. on Thursday, February 28, 2013.
- C. Proposals, along with pricing, from interested vendors will be accepted up until 4:00 p.m. on Thursday, March 14, 2013.

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