

**WEDC Request for Bids  
Media Monitoring Services**

October 3, 2019

To Whom it May Concern:

The Wisconsin Economic Development Corporation (WEDC) is requesting bids from vendors interested in providing media monitoring services. WEDC is seeking a three-year contract, from Jan. 1, 2020 to Dec. 31, 2022, for a Web-based media monitoring service and platform for distributing news releases.

Specific services to be provided include:

1. Media monitoring for print, broadcast, blog, and social media platforms (esp. Twitter and Facebook), including access to password-protected website content;
2. Media release distribution platform
3. Comprehensive database of statewide, national, and industry-specific publications and listing of media contacts.

Vendors must maintain confidentiality regarding WEDC and employee information.

Vendors interested in providing services to WEDC should submit a bid by midnight, November 1, 2019 to David Callender at [david.callender@wedc.org](mailto:david.callender@wedc.org). Bids should include the following information:

1. Vendor's ability to provide the above outlined services;
2. Vendor's experience providing related services;
3. Completed spreadsheet as attached. References from clients to whom the vendor has provided similar services; and
4. The cost of services on an annual basis as well as for a three-year contract.

Selection will be granted to the vendor that provides the best value to WEDC and will be evaluated based on the vendor's ability to accommodate the above stated requirements, the vendor's experience providing related services, and the vendor's cost proposal. WEDC may review the vendor's website as a tool for evaluating bids.

Questions concerning this request for bids should be directed to David Callender at [david.callender@wedc.org](mailto:david.callender@wedc.org).

Thank you for your interest in working with WEDC.

David Callender



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