
Managing the Buzz Around the National History Academy

Proposal from Beekeeper Group to support JTHG's efforts to amplify the 2022 National History Academy



1101 14th Street, NW, Suite 200
Washington, DC 20005
(202) 540-8787
beekeepergroup.com

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Proposed Scope of Work



DEVELOPING A MEDIA OUTREACH PLAN

Anticipated Hours: 15 hours

Timeline: Early April 2022

We believe that a solid media relations strategy outlined in a media outreach plan is at the core of an effective integrated promotional program. We would identify and develop a strategy for the full range of print, online, radio and broadcast media (including leveraging JTHG's unique relationships at specific outlets) to generate positive coverage of the 2022 National History Academy. This includes designing and implementing media outreach tactics that can help us gain valuable media placements.

As part of this plan we would:

- Identify target outlets and potential writers
- Cultivate innovative and creative concepts for story pitches and angles
- Establish a process for fielding and responding to media queries
- Develop a more specific outreach timeline



TARGETED PITCHING

Anticipated Hours: 40 hours

Timeline: April through June 2022

Our approach to pitching includes developing custom story lines, working to build positive relationships with key media contacts on your behalf, and following existing stories by pitching a spokesperson(s), key facts, or quotes. The specific tactics would be laid out in the media outreach plan, but could include:

- Packaging the pitch so that the key messages are digestible for different news media (including different angles for long-lead stories for magazines, in-depth stories for daily newspapers and bloggers, and soundbite stories for television)
- Direct follow-ups with outlets, producers, and writers
- Coordination and scheduling of any necessary interviews with key spokespersons
- Light monitoring of any relevant stories
- Sharing of a weekly outreach progress report



Proposed Scope of Work

The workstreams on the prior page are the mission critical elements, however, we would advocate for flexibility and fluidity in the utilization of hours between those workstreams and the efforts laid out below.

For example, if we are very successful early on in the targeted pitching, we may allocate some of the remaining time to deepen your amplification efforts. Additionally, certain outlets may require additional time for story development.



STORY DEVELOPMENT SUPPORT

Anticipated Hours: 15 hours

Timeline: TBD (likely May through July 2022)

Depending on our success in securing stories, we would want to devote some portion of our scope to supporting the writers or producers in their efforts to build a story. This would include being available for any rapid follow-ups, fact checking, or other relevant coordination.



AMPLIFICATION RECOMMENDATIONS

Anticipated Hours: 10 hours

Timeline: TBD (likely June through August 2022)

In the broader scheme of communications efforts, we consider "publishing" to be the midpoint in any promotion activity. Depending on the placements secured, we would work to advise JTHG on the best next steps to bring maximum attention to that resource. Examples of this support could include:

- Follow-ups to writers and producers who expressed an interest but were unable to commit earlier
- Social media and newsletter language outreach
- Additional strategic counsel around deepening and following up on outreach



Start-Up Budget

Budget

| ACTIVITY | COST |
|--------------------------------------|----------|
| Media Outreach Plan (15 hours) | \$3,375 |
| Pitching (40 hours) | \$9,000 |
| Story Development Support (15 hours) | \$3,375 |
| Amplification Strategy (10 hours) | \$2,250 |
| Total Costs (80 hours) | \$18,000 |

FEE STRUCTURE

Beekeeper Group bills projects at a blended hourly rate of \$225/hour. Our project teams are composed of diverse levels of staff (Partners, Vice Presidents, Account Managers, etc.).

Beekeeper Group does not charge any additional administration fee. The costs provided include service hours. Out of pocket costs are not included (i.e. advertising and influencer outreach, monitoring platforms, stock photography or music, wire releases, printing, etc.). JTHG will approve any out of pocket costs in advance.

SCOPE OF WORK

Changes in scope are communicated in writing, including a cost estimate for requested work.

Beekeeper Group will not conduct any work outside of scope without written client approval.

Should the hours consistently exceed the projected hours for the services provided, a review of the costs and workload will be conducted.





About Beekeeper Group

Beekeeper Group, LLC, is a communications, research, advocacy, and interactive services firm located in Washington, D.C. We embrace a fresh, community-based approach to cultivate and grow a hive buzzing with activity. As people increasingly rely on their peers and new forms of media for information, we incorporate tactics like information curation, modern storytelling, and stakeholder mobilization through a wide range of digital communications services.

Our agency is managed by four experienced, creative industry practitioners and partners—Travis Gianchetta, Shana Glickfield, Mike Panetta, and Matthew Zablud. Beekeeper offers a unique client management approach—each client team is comprised of diverse levels of staff (Partners, Account Managers, Researchers, Graphic Designers, Media Coordinators). This allows us to build the right team for you within our agency. In addition, each partner is available to serve all our clients—their expertise and backgrounds are a blend of web services, digital, opinion research, advocacy, advertising, community management and public relations.

Each of the Partners has 10–20 years of public affairs, grassroots, and communications industry experience, including past employment with Adfero Group, Amplify Public Affairs, DCI Group, American Medical Association, and the U.S. Chamber of Commerce. We commenced operations in early 2010 with four partners. Since that time we have grown to a team of 25 full-time staff and annual revenues exceeding \$6 Million.

Our combined talents and interest for communications and advocacy have shaped the public affairs sector, garnering acclaim and winning numerous awards, including Webby's, Telly's, Communicator Awards, and several Sabre nominations. Our highest achievement to date was being honored as PRWeek's 2014 Boutique Agency of the Year, known as the "Oscars" of the communications industry.

