



**Request for Proposals
Scribe and Editorial Consultant
June 16, 2010**

The Local Initiatives Support Corporation/Chicago (LISC) is requesting proposals from experienced journalists to assist in the development of community news portals related to the implementation of its Broadband Technology Opportunity Program (BTOP) grant, for which it is a sub-recipient. The BTOP grant will provide funds for a two-year Sustainable Broadband Adoption Campaign in five Chicago Communities as part of the City of Chicago's Digital Excellence Initiative. The goal is to provide training, computer incentives, and education opportunities to increase the number of households and businesses adopting broadband Internet service to enhance economic outcomes.

LISC is committed to working with Minority/Women/Disadvantaged Businesses, and encourages proposals from M/W/D businesses and consortiums of such businesses.

About LISC/Chicago

LISC/Chicago organizes capital and other resources to support initiatives that will stimulate the comprehensive development of healthy, stable neighborhoods and foster their connection to the socioeconomic mainstream of the metropolitan region.

LISC/Chicago administers the Smart Communities program as part of the City of Chicago's Digital Excellence Initiative. The BTOP grant will support the five Smart Communities of Auburn Gresham, Pilsen, Humboldt Park, Englewood and Chicago Lawn.

Objective

LISC/Chicago will work with a set of nonprofit organizations to implement a range of education and training programs targeting youth, adults and small business owners. In addition, the five communities will be developing and launching community news portals (see pilsenportal.org for example). The community portals will support the creation of local content, connection of local businesses to consumers, posting of local job opportunities and sharing of other community news and resources.

The creation and support of these portals will require an experienced journalist (LISC refers to as Scribes) to develop content and news stories about the five communities, train community residents and partners on how to create content and news stories, support local use of social media such as Facebook and Twitter to extend the reach of the portals, and use Google

Analytics to monitor and inform development of the sites. The consultant will help hire and then work with a paid part-time portal editor in each community.

Phase 1: Portal Development

1. Meet with LISC and key community and website partners to understand web platform and develop portal development calendar.
2. Interview community partners and others to develop local contacts, news tips and early content for launch of four new portals, and increase content on one existing portal. Help community partners hire portal editors.
3. Work with LISC and its neighborhood and website partners to conduct trainings for five local portal editors and dozens of additional neighborhood-based contributors.
4. Document lessons learned throughout portal development phase, including quarterly reporting using Google Analytics to measure portal audience growth.

Deliverables for Phase I include:

- a. Calendar for portal development and launch.
- b. Approximately 10 news stories for publication to LISC and local portal websites, and e-newsletters quarterly.
- c. Quarterly reports tracking progress qualitatively and quantitatively through Google Analytics.

Phase 2: Portal Management

1. Provide one “train the trainer” session for portal editors to support their ability to continue training new local content providers.
2. Provide editorial support to local portal editors as they take on direct tasks of developing and uploading new local content on a weekly basis.
3. Provide general reporting of portal and related Smart Community program activities tied to BTOP grant implementation.

Deliverables for Phase II include:

- a. Documentation of training completed.
- b. Quarterly reports tracking progress qualitatively and quantitatively through Google Analytics.
- c. Approximately five news stories per quarter for publication to LISC and local portal websites, and newsletters quarterly.

Project Timeline

Phase 1: July 1, 2010 – December 31, 2010

Phase 2: January 1, 2011 – June 30, 2012

How to Submit a Proposal

Interested parties should submit the following to Susana Vasquez, LISC/Chicago, 1 N. LaSalle, Suite 1200, Chicago, IL 60602 or svasquez@lisc.org:

- A brief proposal describing qualifications and how the tasks described above would be carried out.
- Please note experience in the five target communities and as a consultant under a federally-funded program if applicable.
- An estimate of fees to be charged and expenses that would be incurred showing hourly rate and number of hours for core tasks.
- Resumes and description of relevant experience of consultant(s) who would be involved.

Applicants may submit a proposal for Phase I or Phase II or Both.

Please direct questions in writing to svasquez@lisc.org.

Proposal Due Date:

Interested parties must ensure proposals arrive no later than Friday June 25, 2010.

Notification Date and Special Conditions:

The successful applicant will be notified by June 30th. Applicant must be willing and able to start work based on a signed contract submitted by applicant.

A contract for services with LISC will then be submitted for approval with a July 1 start date. There will be no retainer provided for services.