**2021 National Roadway Safety Awards Media Relations RFP – 3/26/21**

The Roadway Safety Foundation is seeking a media relations consultant to generate national and local press coverage as well as other relevant materials for the 2021 National Roadway Safety Awards. The awards will be held in fall 2021 with most media relations tasks to be completed in September/October. The program honors public agencies and organizations in the transportation community that have made verifiable and significant strides toward improving the safety of our nation's highways through infrastructure improvements, operational improvements or program planning, development and evaluation. This event has garnered winning entrants well-deserved top industry honors for more than two decades. Award winners are honored at a ceremony attended by top USDOT, FHWA, Congressional and industry officials. Below is a detailed list of specific items the media consultant will be responsible for:

* Contact and liaise with all award winners’ state/local agency public affairs’ point of contacts;
* Draft national press release for award winners and both co-sponsoring organizations, the Federal Highway Administration (FHWA) and the Roadway Safety Foundation (RSF);
* Draft official press quotes for senior government officials for agency review;
* Draft state and local press releases for award winners;
* Send state and local embargoed press releases to award winners and work to secure local media coverage;
* Finalize and approve drafted quotes for senior government officials for agency review;
* Send national release to DOT press contacts and secure media placement;
* Collaborate with RSF and FHWA Public Affairs staff on social media plans;
* Promotion / sharing of social media with targeting in winners’ markets;
* Compile a final media report summarizing national and local coverage to be sent within two weeks after the awards ceremony

Applications will be accepted through April 30, 2021. Applicants with previous transportation public affairs experience preferred. Experience working with federal and/or state government public affairs departments is also preferred. Please send your resume, cover letter and samples of relevant media campaign materials to [info@roadwaysafety.org](mailto:info@roadwaysafety.org). No phone calls please. Qualified applicants will be notified within 14 days of the application deadline.