

✓ 447009

## PUBLIC RELATIONS AND MEDIA CONSULTANT AGREEMENT

This Agreement for Public Relations and Media Consulting work dated as of August 23, 2011, ("Agreement"), sets forth the terms of the agreement between BONNIE ROBERTS, (Consultant) and The Brevard County Clerk of Court, Mitch Needelman, (Client).

### CONDITIONS PRECEDENT:

1. The Consultant's obligations hereunder are conditioned upon the Consultant's receipt of this Agreement fully executed by the Client and returning the Agreement by facsimile transmission with Consultant's dated execution.
2. The facsimile transmission is to be made to facsimile number **321-637-6538 attn: Carole Rooksberry**

### EFFECTIVE DATES OF THE AGREEMENT:

1. The Consultant shall begin services on the date both parties execute the agreement as set out below, and;
2. Thereafter the Agreement shall continue on a month to month basis for one year from the 1<sup>st</sup> day of the month in which the date of commencement is activated as prescribed in 1 of this paragraph.
3. Consultant and Client shall agree to deliverables as applied to the services below once contract for media services is completed.

### SCOPE OF WORK

Consultant shall provide opportunities for Public Relations and Media activities placements for Client including:

1. Providing Client a current and maintained media list of all county wide and regional media outlets and representative contact information.
2. Writing, distributing, booking and tracking show segments to facilitate bookings/engagements for client on television and radio programs regularly scheduled on stations located in Brevard County and contiguous counties such as Indian River, Volusia, Seminole, and Orange county that transmit to any and all persons located within this geographic location in Brevard County.

- 3. Regularly scheduled and "on call" press and media releases to enhance the dissemination of information to benefit the tax payers and citizens of Brevard County. [Please see Schedule A attached for procedures for press releases].**
- 4. Booking appearances and presentations by the client with local organizations, media including civic organizations, television, radio and print media to enhance the dissemination of information to benefit the tax payers and citizens of Brevard County. [Please see Schedule A attached for procedures for press releases and bookings].**
- 5. Working directly with the producers and directors of all media outlined as above.**
- 6. Communicating recommendations for bookings, releases, appearances as well as recommendations for bookings, releases, appearances to Client at least two times per each month that this Agreement is in operation. Using Consultant's email as the main texting and for outside contact with media during the course of this contract. That is, media should be instructed by Consultant that all communication regarding media placement live or written should be through the media Consultant's email and address; with CC to Client for all communications relevant to action, appearance and or approval of placements and appearance by the client**
- 7. Managing all client press materials and files including, but not exclusively, Press Kits, Bios, Head Shots, Demo Reels, Electronic Demo Reels, Account Information, Publications relevant to developments in the office beneficial to citizens and tax payers of Brevard county, and the like.**
- 8. Updating and check on a reasonably regular basis the Client's press materials for currency.**
- 9. Researching and developing promotional ideas for regular appearances, and placements.**
- 10. Maintaining all schedules for appearances on broadcasts, other media, podcasts and the like and civic organizations. These schedules must be approved by the Clerk or his Executive Assistant, Renee McGrory.**
- 11. Providing a spread sheet that tracks and illustrates pitches and contacts with targeted media to disseminate information for the use and benefit of the citizens and tax payers of Brevard County.**
- 12. Developing a media base containing leads for appearances and media placements.**

13. Providing local, regional outlets that will reach tax payers and citizens and provide them with information.
14. Providing packages and designs to increase internal public relations with employees of client designed to increase employee awareness of scope of the operations of the Clerk's office and to increase moral of the employees, and to enhance customer service orientation.
15. Meeting with designated personnel of the Clerk's office to aide in the design and implementation as well as approvals for media and personal relations projects with the goal of providing and disseminating information to the taxpayers and citizens of Brevard County.
16. Meeting with designated personnel of the clerk's office to aide in improving relationships between governmental agencies that may affect and impact the operations of the Brevard County Clerk of Court. [Please see Schedule A attached for procedures for press releases, bookings and podcasts].
17. Designing and providing recommendations for project to enhance and improve relationships between governmental agencies that affect and impact the operations of the Brevard County Clerk of Court.

#### **WORKLOAD PRIORITIZATION**

All work to implement the activities outlined above shall be provided within reasonable time frames related to the circumstances surrounding the particular request and /or recommended activity per the deliverables outlines in Schedule "A". Direction for the priority of performance of projects shall be at the direction and discretion of the Client and his designated personnel. These personnel are:

**Renee McGrory**

*All information to be released via any media must be provided to Renee for approval before release.*

**Laurie Rice**

**Merrily Longacre**

**Sean Campbell**

#### **COMPENSATION:**

For the services outlines above:

1. The Client shall pay the sum of ONE THOUSAND TWO HUNDRED (\$1,200.00) DOLLARS for each month completed rendering any of the services above as outlined and directed by the client and his designees. The

first month of the effective date of this contract is to be considered a whole month for purposes of invoicing and payment.

2. Consultant shall submit and invoice outlining activities completed in the preceding month within 5 days of that preceding month for approval to the Department of Finance of the Client at PO box 219, 400 South Street, 3d floor, attention Michael McDaniels, C/O Diana Spivey, Titusville, Florida 32780.
3. Payment shall be tendered by mail within 5 days of receipt of the invoice for activities of the preceding month, OR;
4. Reasons for withholding payment in whole or in part thereof shall be stated in writing to the Consultant.
5. It is understood that Consultant will work in the virtual environment in performance of this contract. However, should travel become necessary to complete a media and public relations assignment, expenses for travel, meals and lodging in furtherance of the activities outlined above where necessary and pre-approved shall also be invoiced for the month preceding the submission of same and shall be payable within the time frames outlined for payment for services and shall be over and above the monthly lump sum fee for services by the Consultant.
6. Basic office costs and ordinary expenses for supplies shall be the responsibility of the Consultant.

#### **TERMINATION**

This contract is intended to operate on a month to month basis for a calendar year beginning on the first date of the month in which the agreement is executed. The Agreement may be terminated by the Client or the Consultant with or without cause at the end of any month at the conclusion of which the Client or Consultant has notified the other in writing within 5 days of the conclusion of the month that this Agreement is terminated.

#### **OTHER SERVICES**

Any services not stated in this Agreement will be negotiated separately and agreed upon in writing by addendum to this Agreement. The duration of any addendum shall not exceed the term of this Agreement.

#### **EXTENSIONS:**

At the conclusion of the full 12 calendar months of this contract, both parties may agree to the extension and continuation of these terms in writing. Any changes or modifications to these terms shall be renegotiated within 30 days prior to the end of the calendar year preceding termination. If no written extensions to this Agreement are provided by either or both parties, The Agreement shall expire and be considered terminated at the end of 12 calendar months including the first month in which operations for this service commenced without need for written termination.

#### TRACKING AND REPORTING

Consultant shall provide Client with a Tracking chart and report of activities every other month during the effective term of this contract at least 5 business days before the end of the reporting month.

Consultant may from time to time be required to accompany client to appearances before live audiences of organizations or television or radio appearances. These activities shall be considered of the nature for expense invoicing. Time provided in this manner by Consultant shall not be considered extraordinary to the contract.

#### LAW CONTROLLING

The terms and requirements of this Agreement shall be subject to the laws of Florida.

#### ENTIRE AGREEMENT

The provisions of this writing are the entire Agreement of the parties and are effective the day and year first written as indicated above and below by the authorized signatures.

MITCH NEEDELMAN  
BERVARD COUNTY  
CLERK OF COURT



Mitch Needelman

23 August 2011  
Date

BONNIE ROBERTS  
MEDIA AND PUBLIC RELATIONS  
CONSULTANT

\_\_\_\_\_  
Bonnie Roberts

\_\_\_\_\_  
Date

## SCHEDULE A

### I. Procedures for clearance by Client and/or designated staff

1. All media releases must be approved by Renee McGrory
2. Items for publication and media release should be submitted to Renee at least 5 days before the targeted date for release.
3. Speaking engagements and appearances of the like must be coordinated with Renee McGrory at least 2 weeks prior to the expected appearance.
4. Group discussions and teleconferences with other authorized staff for purposes of design and release of media materials must be coordinated through Renee McGrory who will aide in calendaring the events.

[other requirements shall be provided by discussion between client and contractor]

### II. Deliverables to be arranged by discussion and agreement between Client and Contractor after execution of the contract.

#### Per Month

- Local TV #####
- Local Radio ### etc.
- Blog opportunities
- Print Media Press Releases
- Appearances
- Employee moral boosters
- Other

Per \_\_\_\_\_.

- Local TV
- Local Radio

- Blog opportunities
- Print Media Press Releases
- Appearances
- Employee moral boosters
- Other

Deliverables agreement post contract:

\_\_\_\_\_  
Agent for Mitch Needelman

\_\_\_\_\_  
Date

*Bonnie Roberts*  
\_\_\_\_\_  
Bonnie Roberts, Media Consultant  
8/24/11  
\_\_\_\_\_  
Date

**TO: CAROLÉ ROOKSBERRY**  
**FROM: BONNIE ROBERTS**  
**DATE: 8-24-11**

**ONE PAGE NOT INCLUDING  
COVER.**

**SIGNATURE PAGE OF CONTRACT  
ONLY.**

**B. Roberts**

**321-637-6538**



- **Blog opportunities**
- **Print Media Press Releases**
- **Appearances**
- **Employee moral boosters**
- **Other**

**Deliverables agreement post contract:**

\_\_\_\_\_  
**Agent for Mitch Needelman**

\_\_\_\_\_  
**Bonnie Roberts, Media Consultant**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Date**