



**THE PORT
OF LOS ANGELES**
Executive Director's
Report to the
Board of Harbor Commissioners

DATE: MARCH 6, 2013

FROM: MEDIA RELATIONS

**SUBJECT: RESOLUTION NO. _____ – AGREEMENT BETWEEN CISION
US INC. AND THE CITY OF LOS ANGELES HARBOR DEPARTMENT**

SUMMARY:

The City of Los Angeles Harbor Department (Harbor Department) is proposing to enter into a three-year agreement with Cision US Inc. (Cision), headquartered in Chicago, Illinois with offices in Los Angeles, to provide a package of media monitoring and measurement services that will enable the Harbor Department to target, distribute, track, and measure regional, national and international news coverage about the Port of Los Angeles (Port) in both print and broadcast media. Results can be distributed internally and externally on a daily basis via email in an easy-to-read format for internal and external Port news subscribers. The agreement calls for a quarterly measurement report that includes publicity value and a competitive overview, thereby allowing the Media Division to provide metrics on the effectiveness of its media outreach program in conformance with the Port of Los Angeles 2012-17 Strategic Plan. The agreement also includes access to CisionPoint, a media database subscription that will enable Media Relations Division personnel to identify key reporters and pitch story ideas as part of maximizing the Port's positive news coverage. The cost of these services will be \$48,700 annually.

RECOMMENDATION:

It is recommended that the Board of Harbor Commissioners (Board):

1. Find that in accordance with City Charter Section 1022, work under the agreement can be performed more feasibly by an independent contractor than by City employees;
2. Approve the proposed agreement between the City of Los Angeles Harbor Department and Cision US Inc. to provide media monitoring services for a three-year term, with an annual compensation of \$48,700, total not to exceed \$146,100;
3. Authorize the Executive Director to execute and the Board secretary to attest to the Agreement for and on behalf of the Board; and
4. Adopt Resolution No. _____.

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DISCUSSION:

Background and Context – The Harbor Department's Media Relations Division establishes and maintains relationships with local, national and international media, and strives for accuracy in resulting media coverage and Port messaging. Cision offers a comprehensive software package, providing in-depth media outlet information and enables the subscriber to distribute news releases, monitor Port and industry news and evaluate coverage. The Media Relations Division began using the Cision software package in 2010 under a three-year agreement (Agmt. # 10-2842, Board Resolution No. 10-6908). Under this agreement, the Harbor Department increased its media distribution list from 548 outlets to more than 4,000, about a seven-fold increase. The software also assists in locating and compiling the daily news reports that the Harbor Department distributes to employees on a daily basis.

Cision has 40 offices worldwide, operates in 10 countries and services nearly 30,000 communication clients. It is a leading provider of media research, distribution, monitoring and evaluation services. Cision software has the largest and most comprehensive media database, which is fully integrated with press release distribution and print/electronic media monitoring capability. The Cision software also offers a measurement tool which will allow the Harbor Department to produce quarterly reports that will analyze top stories, coverage by specific media and location, publicity value, an overview of competitor's media as well as other analytics. This new tool will be an asset as the 2012-13 Port of Los Angeles Strategic Plan calls for measuring of media campaigns in terms of audience reach and number of positive news stories generated.

This system has replaced older methods of media tracking which consisted of a staff person reviewing a limited pool of newspapers and periodicals and clipping out pertinent articles to be distributed to Management and all employees. Cision's services enables staff to review thousands of media outlets and provide electronic news clips in a more timely and efficient manner. Additionally, Cision will provide new tools to enable Media Relations Division to target its distribution of press releases and provide tools to measure the effectiveness of this outreach. Cision's services enable staff to provide Department management with a more comprehensive overview of the Port's media footprint and additional tools that are not available in-house to target press releases and measure the effectiveness of their impact.

Selection Process – To select a Media Relations Data Base\Clipping Service, Media Relations Division released a Request for Proposals (RFP) on October 19, 2012 (Transmittal 2). The RFP was sent directly to five firms and posted on both the Port of Los Angeles website and Diversity Exchange and on the City of Los Angeles Business Assistance Virtual Network. Two firms submitted proposals on November 9, 2012.

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Staff utilized the Proposal Evaluation Score Sheet to complete evaluations of each consultant's proposal (Transmittal 3). The responses were reviewed by evaluators from Harbor Department staff from Media Relations and a representative of Mayor Villaraigosa's Media Relations team. Based on the scores, Cision was selected.

ENVIRONMENTAL ASSESSMENT:

The proposed action is approval of a three-year agreement with Cision for Media monitoring and measurement services (Transmittal 1). As an administrative activity, the Director of Environmental Management has determined that the proposed action is exempt from the requirements of the California Environmental Quality Act (CEQA) in accordance with Article III Section 2 (f) of the Los Angeles City CEQA Guidelines.

ECONOMIC BENEFITS:

Spending under the proposed contract will support one direct and one secondary one-year equivalent jobs for the five-county region.

FINANCIAL IMPACT:

The monthly cost of services will be \$10,925, billed quarterly for a total of \$43,700 a year. The annual amount includes \$10,240 for metric analysis and reporting. The agreement also includes \$5,000 in authority to cover additional metric analysis if needed. The total cost for the three year agreement will be \$146,100. This mainly reflects an additional cost of \$26,100 for the term of the agreement compared to the current agreement of \$120,000. The additional cost is associated with Cision's obligation to produce quarterly Media Coverage Reports (Transmittal 4) that will assist in metric reports and provide analysis of specific media campaigns.

Funding for the current year's cost of \$9,104 is available in the Media Relations Division budget in Account 54290 (Miscellaneous Professional Services), Center 250 (Media Relations), Program 000 (Base Budget). The \$10,145 is the balance of the first quarterly payment (\$12,174) that falls within FY 2012/13, assuming the new contract's execution occurs the day after the current agreement expires on April 14, 2013. Future fiscal year funding will be requested as part of the annual budget adoption process. The Harbor Department's obligations to pay any amount due for any Harbor Department fiscal years after the current fiscal year are contingent upon the legislative appropriation of funds for the purpose. The Harbor Department's fiscal year ends on June 30 of each calendar year. Accordingly, anything to the contrary notwithstanding, the Harbor Department may terminate any contract and its future monetary obligations thereunder, effective as of the end of any fiscal year.

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CITY ATTORNEY:

The Office of the City Attorney has reviewed and approved the agreement as to form and legality.

TRANSMITTALS:

1. Agreement with Cision US Inc.
2. Request for Proposal
3. Proposal Evaluation Score Sheet
4. Sample Media Coverage Report

FIS Approval: WJF (initials)
CA Approval: SB (initials)



PHILLIP SANFIELD
Director of Media Relations



ARLEY BAKER
Sr. Director Communications



FOR CYNTHIA RUIZ,
Deputy Executive Director, External Relations

APPROVED:



GERALDINE KNATZ, Ph.D.
Executive Director

PS/bb
M. Hale