



Request for Proposal

The Kansas Cable Telecommunications Association (KCTA) is seeking qualified firms to manage, direct, and oversee the operations of the Association and serve as the primary lobbyist before the Kansas Corporation Commission, and legislative and executive branches of government. Interested parties are invited to submit proposals outlining their experience, capabilities, and proposed approach to meeting the needs outlined in this RFP.

The KCTA is an association representing and promoting the activities of the members of the cable telecommunications industry in Kansas, include Charter Communications, Midco, Sparklight, and Vyve Broadband.

Summary

The President of the Kansas Cable Telecommunications Association (KCTA) is responsible for the overall management, administration, and direction of the association, including the execution of all policies established by the Board of Directors. This position is responsible for working with members to coordinate and align the policy priorities of its members. This position reports to the Board of Directors and is guided by the Association's bylaws, plans, objectives, and directives established by the Board. Responsibilities of the President include the achievement of legislative, regulatory, and public affairs goals of the Association while overseeing the daily operations of the office including administrative and financial duties.

Scope of Work

- The Executive will coordinate, direct, and plan the annual member meeting and regular board of directors' meetings.
- Recruitment of new members and maintaining membership records (including the collection of dues).
- Facilitate communication with members, including weekly legislative reports, and lead weekly legislative calls during legislative sessions.
- Answer all member inquiries in a timely manner and maintain positive relationships with all members.
- Oversight of the Association's financial records and ensuring accurate records are reported to the board of directors in accordance with GAAP (generally accepted accounting principles) and the Association's bylaws and internal policies.
- Ensure financial records are prepared monthly and submitted to the board for approval.
- Lead and Manage the Association's Political Action Committee (Kansas Cable TV PAC) including financial records and disbursements and oversee the completion of all legal reporting requirements.
- Prepare an annual budget for the board to consider, revise, and approve.
- Represent the Association to state officials including the Governor's office, the Kansas State Legislature, and all regulatory agencies.

- Develop and maintain relationships with key state legislators, local public officials, and industry leaders.
- Work with the board of directors and members to develop and align strategies to achieve legislative and regulatory goals.
- Provide regular updates to the board of directors on governmental affairs and activities.
- Communicate with the board of directors and members on key legislative, regulatory, and legal issues of importance, including concerns and opportunities.
- Monitor all legislation introduced in the Kansas State Legislature that could impact the Cable industry or association members.
- Serve as the primary spokesperson for media responses, direct the association's public affairs and public relations activities, and communications to members, regulators, legislators, the media, and the public. Help members develop appropriate responses and recommended actions to respond to industry-related issues.
- Create regular opportunities to inform members and the public about industry issues or messages through news articles, public appearances, advertising, and other media.
- Oversee all social media activity, develop a media calendar, and ensure all media is focused on the Association's key messages.
- Enhance the industry's image through public and community affairs projects and involvement. Assist members in activating and organizing grassroots campaigns with key state and local public officials when necessary.
- Develop and maintain effective relationships with other organizations, industry partners, and other stakeholders to help accomplish association goals.
- Coordinate, conduct or assist with industry research and related projects, create industry reports, and publish results on subjects of importance to the membership.

Interested persons or firms should submit a comprehensive proposal that includes the following:

- Executive Summary
- Approach & Methodology – a detailed plan for providing association management and lobbying services.
- Qualifications & Experience – a brief overview of the firm, relevant experience, and resumes of key personnel.
- Cost Proposal – a cost breakdown for association management and lobbying services.
- References

Proposals will be evaluated based on factors such as experience, approach, cost, and references.

Questions may be directed in writing to jarad.falk@charter.com and Justin.Forde@Midco.com.

All proposals must be submitted by Friday, December 22nd at 5:00 PM CT via email to jarad.falk@charter.com and Justin.Forde@Midco.com.