



www.yaakovgreenspan.site | yaakovgreenspan@gmail.com

REQUEST FOR PROPOSALS (RFP039/20) **PUBLIC RELATIONS FIRM FOR MEDIA MONITORING AND BRIEFING**

OUTLINE:

Internationally-based independent public affairs professional and disinformation researcher Yaakov 'Yanky' Greenspan is requesting proposals for the provision of public relations services for a 3 month trial period beginning in the third business quarter of the current year.

Greenspan, who has already published a well-received e-book (*From Titus to Trump: Israeli Foreign Policy Through the Prism of Relations with Foreign Heads of State*) is currently finalizing the manuscript of a forthcoming work (*Trump - Hidden Genius?*).

Given the subject matter, and Greenspan's previous writings on the subject of Pixel Packet Manipulation (PPM), some "pushback" and public attention might be expected — particularly from Democratic and left-leaning quarters. Greenspan is therefore keen to ensure that these dynamics are managed appropriately so as not to tarnish his personal reputation nor impair the work of his successful private consultancy.

SCOPE:

Greenspan is requesting quotes for approximately 10 hours of public relations time per month focused around the following services:

- **Media monitoring** Weekly reports summarizing reaction to *Hidden Genius*.
- **Press release writing and distribution for the book launch;** Greenspan has already curated a small media list containing mostly personal contacts.
- **Briefing ahead of any journalist interviews.**

EXPRESSIONS OF INTEREST (EOI):

No later than midnight 01/06 to:

Yaakov Greenspan

yaakovgreenspan@gmail.com / yaakovgreenspan.site

SINCERELY AND IN CONFIDENCE:

Yaakov Yanky Greenspan
