

## ADA's Media Services Firm Selection Process

August 16 <sup>th</sup>	Posted RFQ on ADA website Ran ad in AJC
August 24 <sup>th</sup>	Questions Due from Respondents
August 30 <sup>th</sup>	ADA posts responses to questions on website
September 7 <sup>th</sup>	Deadline for responses - Received Proposals from 12 Firms  A. Brown-Olmstead Associates DCI and Hipple Edelman Fleishman-Hilliard Golin Harris Kglobal Matlock Advertising and Public Relations Mayo Communications MSL Atlanta Precise Communications Ruder Finn Wilbert News Strategy
September 26 <sup>th</sup>	Selection Committee Selects Short List Candidates Committee: Dawn Luke, Ty Rachal, Cheryl Strickland, Sonya Moste
October 4 <sup>th</sup>	<u>Short List Interviews with Top 6</u>  Golin Harris Wilbert News Strategy Edelman MSL Atlanta Ruder Finn DCI and Hipple
November 2 <sup>nd</sup>	Final Interview with Ruder Finn and Wilbert News Strategy Team
November 17 <sup>th</sup>	Approved and executed contract between ADA and Ruder Finn

